

# 18th Desert Circus Gets Under Way Thursday

EASTER WARMTH

	Max.	Min.
Saturday, April 10	90	52
Sunday, April 11	86	48
Monday, April 12	95	52
Tuesday, April 13	99	59

## The Desert Sun

and PALM SPRINGS NEWS

Published  
Mondays and Thursdays  
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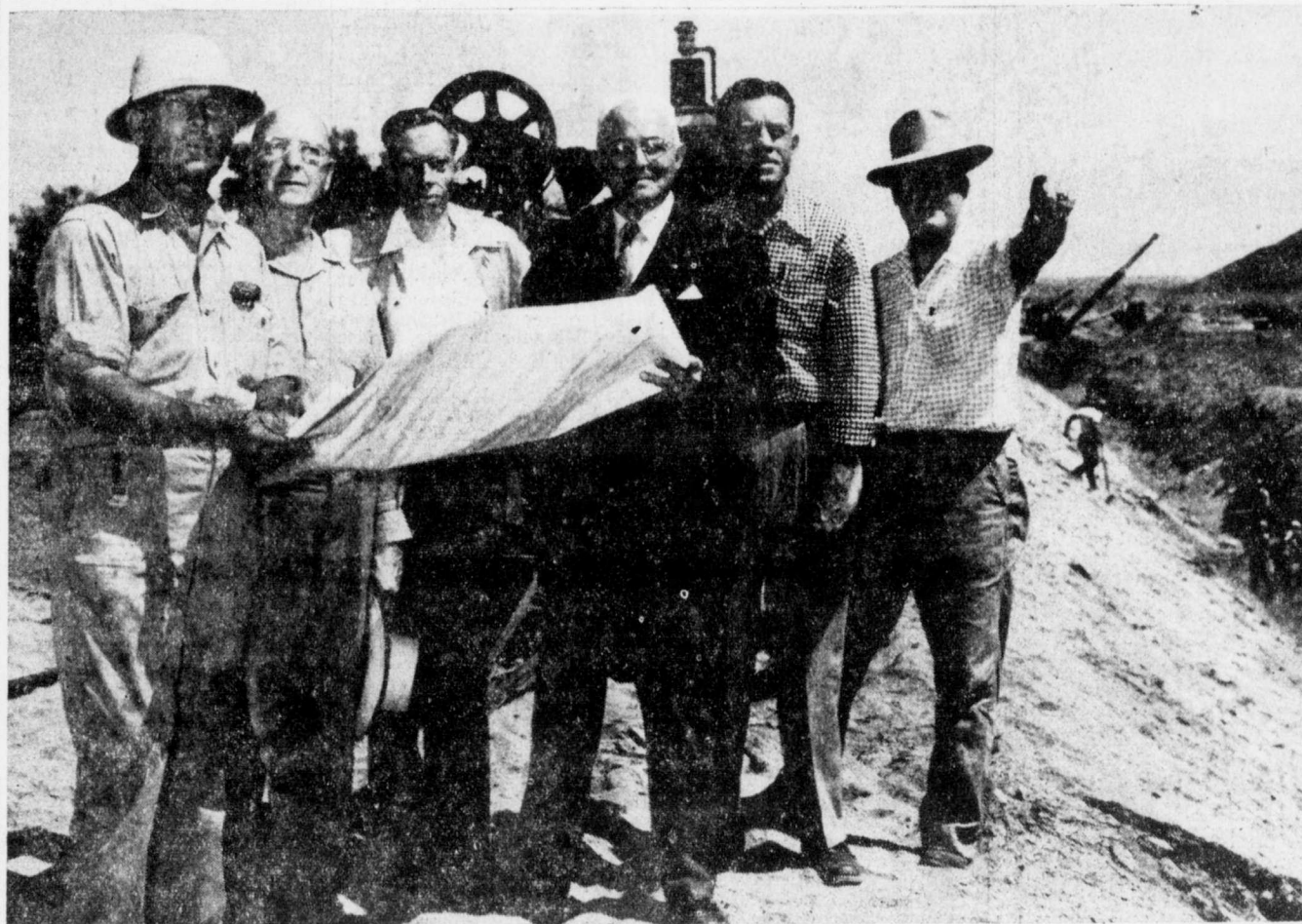
VOL. XXVII, No. 68

3 Sections — 18 Pages

Palm Springs, California, Thursday, April 15, 1954

Single Copy 10c

## Voters Re-elect Three Councilman



(Gayle Studio Photo)  
**INSPECT PALM CANYON PROJECT** — Inspecting flood control measures now under way at the Palm Canyon Wash and those planned in the future are, left to right, George Gelzer, project foreman; W. R. Hillery, chairman of Zone 6 Commissioners; W. A. Mason, commissioner; Supervisor Homer Var-

ner; R. M. Sorum, commissioner, and John W. Bryant, chief engineer of the Riverside County Flood Control and Water Conservation District. It is expected that the Palm Canyon Wash will be the major project for Zone 6 during the 1954-55 fiscal year. Preliminary budget hearing was held Friday, with the final hearing expected to be held in May.



**CIRCUS QUEEN** — Alice Faye, who will be Queen of the 18th Annual Desert Circus, Coronation is scheduled at the Desert Circus Ball Friday night at El Mirador Hotel.

### Alice Faye Reigns As Desert Circus Queen

Things began to hum this week as committee chairman and their aides put together the final details for the 18th annual Palm Springs Desert Circus which gets under way next Thursday evening for a three-day run.

Alice Faye, lovely screen and radio actress and Palm Springs resident, was named Desert Circus Queen to reign over the three-day celebration, April 22, 23 and 24.

**GARBED IN HER** colorful Western clothes she will be crowned at the gala Desert Circus Ball at El Mirador hotel Friday night and will ride in a place of honor in Saturday's parade.

Husband Phil Harris will be showmaster for the Circus and has lined up an outstanding list of celebrities to participate in all of the activities.

Co-chairman Milton Hicks and George Strebe expressed their pleasure in the acceptance by these two in leading roles in the Circus.

**THE CIRCUS ITSELF** will get off to a gay start Thursday evening with a "Night on the Town." All night clubs and hotels will welcome visitors and Villagers with special entertainment and decorations in

See CIRCUS, Page 6a

### New Well to Provide for Water Needs

Projecting ahead for the future, Palm Springs Water company this week announced that drilling has started for a new well which will keep Palm Springs well ahead of the continuous Southland race for water.

The new well, which is being drilled on Industrial Place near the Tahquitz river channel, is part of a 20-year program which was developed by the Water Company in 1949 and revised in 1951. President Harold Hicks reported.

**THE PROGRAM** provides for doubling of the present population within 15 years, by 1969, with other well development also planned during that time. Next development will be in approximately five years.

Hicks said that the new well will be in operation within 60 days, and will provide 1,200 gallons of water a minute at

See WATER, Page 2a

### Palm Canyon Project First on Flood List

Palm Canyon Wash is expected to be the major project of Zone 6, Riverside County Flood Control and Water Conservation District during the 1954-55 fiscal year, according to preliminary discussion of budget requirements held Friday at Frances Stevens school.

Total cost of the project which will provide protection to all of Palm Springs lying on the Palm Canyon Cone and above Tahquitz Creek from Palm Canyon drive to Araby Point, is expected to be less than \$200,000. Half of the project is expected to be authorized this year, with completion expected in two years, it was reported by William A. Mason, secretary and commissioner of Zone 6.

**ENGINEERING SURVEYS** have been completed for the entire project, and the final plan adopted by the commissioners and supervisors.

An on-the-spot inspection of the project was made Thursday by Supervisor Homer Varner, Zone Commissioners William R. Hillery, chairman, Raymond Sorum and Mason;

See FLOOD, Page 2a

### Incumbents Returned to City Council

A near-record for the city was set Tuesday in the municipal election when 54 per cent of eligible voters went to the polls in three districts to elect councilmen for four-year terms.

All of the incumbents were re-elected with comfortable margins.

Jerry Nathanson won with a 54 point lead over Clifford Campbell and 45 per cent of all votes cast in District Two; Jerry Sanborn had a 42 point lead in District Four and Frank Miller won in District Six with a 100 point lead.

**IN THE THREE** districts 1,669 were eligible to vote. During the day 898 voters went to the polls.

In District Two, out of 1,197 eligible voters, 620 cast their ballots. Only 579 counted, however, as the election board tossed out 42 ballots as spoiled or invalid. Several were not marked at all.

The results in Two were:  
Nathanson 261  
Cliff Campbell 207  
Heines 54  
Palozzi 42  
James Campbell 11  
Baumgardner 4

DISTRICT FOUR racked up a record 63 per cent vote. Out of

See ELECTION, Page 5a

### City to Greet Easter Sunrise with Music

Thirty-eighth annual Easter Sunrise service will be held Easter morning at 5:15 from Inspiration Point, overlooking the O'Donnell Golf course and the Village and the desert.

Trumpeters will herald the first glimpse of the sun as it tops the eastern horizon and 150 homing pigeons will be released, said Dr. James H.

Blackstone Jr., of Palm Springs Community church which sponsors the annual event.

A chorus of members of the Chancel Choir of the church and the 35-voice Cappella choir from Palm Springs high school will greet the dawn with and Easter anthem. The musical selections for the service, selected by David Olson, choir director, include "Sunrise on Easter Morn," by Olds. This number was written and dedicated to the late Mrs. Nellie Coffman. Other numbers are "O Morn of Beauty" by Sibelius and "Alleluia" by Mozart.

The soprano solos will be sung by Rose Zena Latta. Mrs. Lois Lux will accompany the choir.

Bill Hay, noted radio Bible reader and announcer, will be present for his 19th consecutive Easter Sunrise service in Palm Springs and will read Bible selections appropriate to Easter. Dr. Blackstone will preach the Easter sermon.

Arrangements to handle the expected large gathering have been completed.

### TRAMWAY

Because of the great interest in the story in Monday's issue of removal of the final obstacle in the path of the Mt. San Jacinto Tramway, and the unexpected demand for reprints of the article, it appears again today on Page 4a.

The Desert Sun augmented its press run Monday by several hundred anticipating a large request for the story of the Tramway. But the demand was several thousand. So, the story is reprinted today on Page 4a for those who were unable to obtain copies of Monday's issue.



(Desert Sun Photo)  
**POLICE BALL SATURDAY** — Joanne Droste, hostess at The Doll House, joins Sgt. Durman Ordway, president of the Palm Springs Police Officers Association, in inviting all Villagers and visitors to the fifth annual Police Ball Saturday night at the high school gymnasium. Top stars of radio, television and movies will appear. Music for dancing will be by Muzzy Marcellino and his radio and television orchestra.

### Stars to Entertain at Police Ball Saturday

Charles Farrell, Bob Hope, Harpo Marx, and many others. Add to this music for dancing by Muzzy Marcellino and his radio and television orchestra featuring Dorothy Ray and her electric accordion, and it promises to be the most outstanding Police Ball in its five year history.

The annual top entertainment affair will start at 8 p.m. Saturday, April 17, in the high school gymnasium.

**FARRELL** will be master of ceremonies for the event which features appearances of numerous stars of radio, screen and television.

Marcellino's orchestra, well known in the entertainment world, is now featured on Art Linkletter's radio and television programs.

Tickets are still available from any police officer, at the police station, at the downtown

booth from 11 a.m. to 3 p.m. daily, and at the gymnasium the night of the event.

Informal attire will be the rule, according to Sgt. Durman Ordway, president of the sponsoring Police Officers Association.

**HIGH SCHOOL** lettermen have been given the concessions for the evening.

Proceeds of the Police Ball are used for relief of sickness and accidents, to provide range facilities, and for educational purposes.

All members of the Police Officers Association aid with the affair, with work on the Ball having been under way for several months.

**LOUNGE PAD STOLEN** — Theft of a green lounge pad valued at \$10 was reported to police Monday by Catherine Miller, 493 Mel avenue.

### Desert Circus Program

Thursday, April 22  
Night on the Town.  
Friday, April 23  
12:00 noon — Kangaroo Court and Chuckwagon Luncheon, The Center.  
7:00 p.m. — Desert Circus Ball, El Mirador hotel, Cocktails, dinner, dancing.  
Saturday, April 24  
10:30 a.m. — Desert Circus Parade, Palm Canyon drive.  
8:00 p.m. — Grand Marshal's Roundup Dance, American Legion Hall.

### County Studies Indian Land Bill

Cruz Siva of Palm Springs appeared before county supervisors this week and pleaded for their support in protest of the congressional bill which would terminate federal control of Indian property in California.

Siva told the board that he represented the Indians of the Agua Caliente tribe and their reservation here.

After his appeal, supervisors ordered County Counsel Ray Sullivan to prepare a resolution of protest against the congressional bill. The resolution will be up for action next week.

Siva said that many Indians are not educated well enough to take their place in competitive society. He said they will need the protection of the government for many years to come.

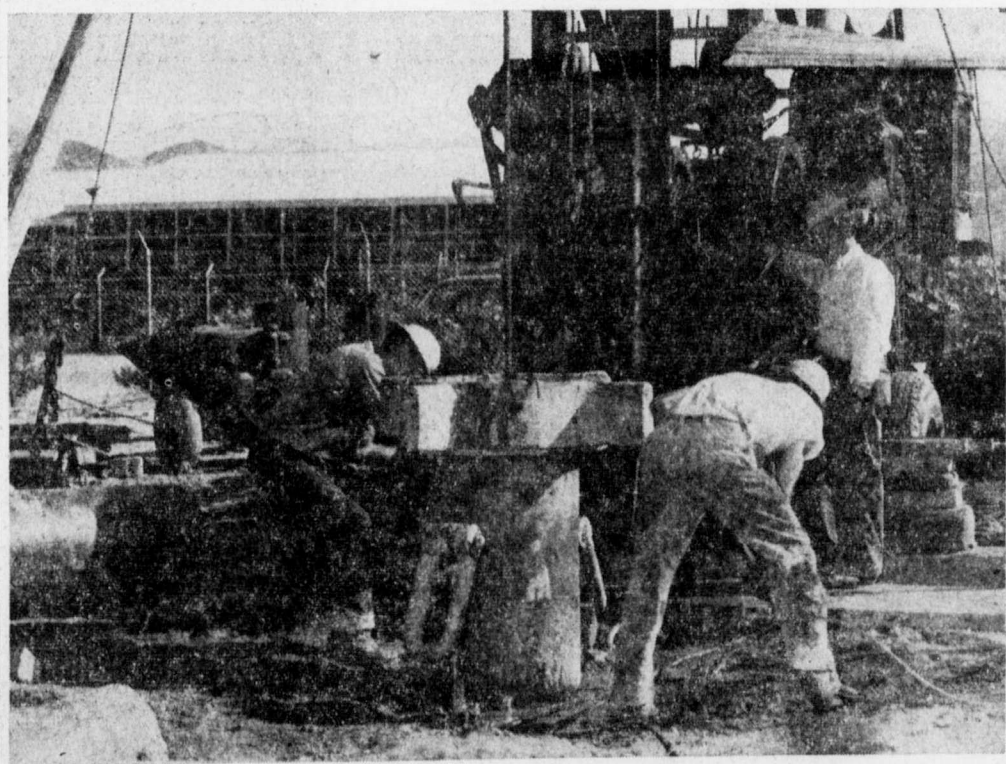
He said many of them who hold property would be likely to be victimized, to become impoverished, and to become in need of state relief.

Supervisor Homer Varner and other supervisors emphasized

See COUNTY, Page 3a

### Inside of the Sun

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(Desert Sun Photo)  
**DRILLING NEW WELL** — The Palm Springs Water Company has started drilling a new well near Industrial Way, which is a step designed to keep far ahead of local demands for water. It is part of a 20-year program started in 1949, according to Water company President Harold Hicks.



## Museum Board Re-Elects Entire Slate of Officials

At the board of directors' meeting last Monday the following members were re-elected to the offices of the Board of Trustees: L. C. Lewis, president; Francis F. Crocker, first vice president; Mrs. Alexander J. Marcuse, second vice president; Miss Christine Lillian, third vice president; Mrs. Clinton Bauer, secretary; and F. Thomas Kieley, treasurer.

Museum weekly programs will continue until May 15.

**The Desert Sun—2¢**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

**THE PLAZA**  
Doors open 6:45 Phone 4384

LAST TIMES TODAY  
**CASANOVA'S BIG NIGHT**  
BOB HOPE  
JOAN FONTAINE  
TECHNICOLOR

STARTS FRIDAY - APRIL 16  
**HEART, BODY and SOUL!**  
She Wanted Him... The Man She Loved!

**RHAPSODY**  
TECHNICOLOR  
ELIZABETH TAYLOR  
VITTORIO  
JOHN CASSMAN - ERICSON - CALHERN

**VILLAGE**  
PALM SPRINGS  
Doors open 6:45 Phone 4384  
Cont. Sat. 3:00 Sun. 1:30

Thurs. - Fri. April 15-16  
**John Wayne**  
— in —  
**"TALL IN THE SADDLE"**

— also —  
Walt Disney's  
Academy Award Hit  
**"BEAR COUNTRY"**

STARTS SAT. APRIL 17  
ADVENTURE! SPECTACLE!  
**CINEMASCOPE**  
**Prince Valiant**  
TECHNICOLOR  
Robert WAGNER  
Janet LEIGH  
James MASON  
Debra PAGET

**EL PASEO**  
Shows 7 & 9:15 Phone 2448  
Last 4 Days!  
— Ends Easter Sunday —

**JULIUS CAESAR**  
M-G-M'S  
CLAIMED PRODUCTION OF  
WILLIAM SHAKESPEARE  
GREAT BEYOND WORDS!

**MARLON BRANDO**  
JAMES MASON  
JOHN GIELGUD  
LOUIS CALHERN  
EDMOND O'BRIEN  
GREER GARSON  
DEBORAH KERR



AT CHI CHI — Gordon MacRae, one of the nation's top singers will start his engagement at the Chi Chi Starlite Room tomorrow night.

## Gordon MacRae Opens in Starlite Room Friday Nighth

Gordon MacRae, who really loves to sing for the sake of singing and is widely known throughout the Village, will make his first professional bow from the stage of the Starlite Room in the Chi Chi Friday night.

Again Irwin Schuman has brought to the Village for the entertainment of Village and visitor alike one of the foremost personalities of the stage, screen, radio and television.

MacRae, without a doubt, is one of the most celebrated stars on the American stage today. He has a "steadfast" style of delivering his songs as opposed to many songsters who "sell" their songs. Steadfast because his style is of the type that continues through "song crazes" that periodically sweep the country.

He is acclaimed as a "singer of songs" and not a seller of them. Happily married and a father, Villagers and visitors here who have had occasion to talk to the great entertainer, have found him plebian in his tastes, a grass roots American without any of the tinsel or glitter of Hollywood attached to his personality or attitude.

Resonant of voice MacRae delivers his songs with deep emotion and feeling. He is a delight to listen to and to see.

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Open Eves. — 6:45  
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Wed. - Thurs. - Fri. - Sat.  
April 14, 15, 16, 17  
**BOB HOPE and JOAN FONTAINE**  
in  
**"CASANOVA'S BIG NIGHT"**  
— 2nd Feature —  
**LEW AYRES - GENE EVANS**  
in  
**"DONOVAN'S BRAIN"**

Sun. - Mon. - Tues.  
April 18, 19, 20  
**RONNY GRAHAM and ERTHA KITT**  
in  
**"NEW FACES"**  
in CinemaScope  
— 2nd Feature —  
**"STRANGER ON THE PROWL"**

COMING APRIL 21  
**"ROSE MARIE"**

— Also —  
**CAROL REED's** supreme adventure in suspense  
**The MAN BETWEEN**  
JAMES MASON - BLOOM - NEFF

**IT SHOULD HAPPEN TO YOU**  
A COLUMBIA PICTURE  
JUDY HOLLIDAY - LAWFORD

— Also —  
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TECHNICOLOR  
Released thru UNITED ARTISTS  
plus Cartoon  
Carnival Saturday  
STARTS SUNDAY

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## Motorbike, Two Autos Involved in \$130 Wreck

Mechanical damage estimated at \$130 was caused to two cars and a motorcycle involved in an accident at 12:20 p.m., Saturday, on Palm Canyon drive near Baristo road. Police reported that the accident was caused when a car driven by Abe Golan, 920 Cottonwood road, changed lanes of traffic, forcing Robert Broes' motorcycle into the parked car of William L. Hope, Portland, Oregon, then rebounded back into Golan's car.

## From Page 1—MORE ABOUT FLOOD

George Gelzer, project foreman, and John Bryant, chief engineer of the Riverside County Flood Control and Water Conservation District.

Varnier, following the inspection of work now under way and future plans, said that the project will in no way interfere with any future plan for control below State Highway 111 which might be worked out between the District and Coachella Valley County Water District.

AS A RESULT of these control measures now being done and those planned, the State Highway Commission at the present time is making a survey and cost estimate of a bridge across Palm Canyon Wash at Araby Point, Varnier added.

Hillery, in reporting on the project, said that according to an economic survey made by the district, the value of the lands protected would be increased by about three and one-half million dollars, about 18 times the estimated cost.

Work on the project now under way with funds authorized in the present fiscal year call for completion of the project this year as far as current rights-of-way extend. Existing protection is being built up to required standards, and all construction will be surfaced with concrete.

ADDITIONAL rights-of-way are being acquired as rapidly as possible, and it is hoped to complete the acquisition during the next fiscal year. Zone 6 commissioners reported excellent cooperation from the Indian Agency and Indian owners of land involved.

Present at the preliminary hearing besides the commissioners, Bryant, were City Manager R. W. Peterson, John Clark, representing the City Planning Commission; City Planner W. G. Roeseler; Public Works Director John Keefe, and several interested residents of the area.

From Page 1—MORE ABOUT WATER

the start. Testing will be for 2,400 gallons a minute, when it is needed.

IT IS LOCATED near another well of the Water company, which was drilled in 1926. Both wells will draw water from the Tahquitz Cone, and the water is described as "very soft, and excellent drinking water." Average temperature of the water is 62 degrees.

Drilling the well is Roscoe Moss of Los Angeles, who is recognized as one of the top drillers in the Southland. Paul Payne, Water Company engineer, is supervising the project.

## Roller-Skating Rink Opening Tomorrow Night

Opening date for roller-skating at the Recreation Center, Indian avenue and Radio road, has been advanced to April 16, tomorrow, at the request of the Coordinating Youth Council.

Johnny and Anita Quillan who will operate the rink.

Other sessions will follow every Friday, Saturday and Sunday evening at 7:30 with matinee sessions Saturdays and Sundays at 2 p.m.

Several truck loads of equipment have arrived. Skates, show-skates, flooring and everything necessary to provide a modern and attractive rink are on hand.

The Quillans have worked night and day with a large crew to have everything in readiness for tomorrow's gala opening.

## Vacationing Kids Doing All Right is Police Report

Teen-age Easter vacationers in Palm Springs this week are to be commended for their orderly behavior to date, Police Chief John S. Davis reported today.

An estimated 4,000 high school and college students are making the Village their vacation headquarters.

Very few complaints have been received, Chief Davis said, with the students to be commended for their behavior while

WHERE'S CRICKET?—Cricket is a cat, a grey tiger-like Persian, who has disappeared and Barry Lynn Davidson, 634 Camino Real, is heart-broken even if he did use Cricket to practice cutting her whiskers. Anyone seeing Cricket is urged to call Barry at 6978.

He asked for continuous cooperation during the remaining four days of the Easter vacation period.

by themselves and at swimming parties.

The incident was witnessed by a woman in a nearby cottage, who said that suspects were a teen-age boy and girl.

and ...

**The ROUNDERS**  
Those Merry Men of Music

with  
**TABBY CALVIN**  
Beautiful and Talented Vocalist

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## Women Seriously Injured by Stove Explosion in Home

Betty Dolf, 243 Avenida Ortega, remains in critical condition at Desert hospital today as a result of second and third degree burns suffered in a gas explosion in her apartment at 4:01 a.m. Tuesday.

Hospital authorities reported that the burns covered seven-

eighths of her body.

Police Chief John S. Davis reported that it is believed the explosion occurred when Miss Dolf lit a cigarette. One burner on the stove was found turned on by the first persons to arrive at the scene.

Owner of the apartment building is Axel Linus.

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## Start 16 Homes in Village District So Far in April

Sixteen dwellings were started in the Palm Springs area last week, eight of them within the city limits and eight in the adjacent areas.

Building permits issued by the city department of building totalled \$161,000 and permits issued by the county building office totalled \$34,220.

Permits issued by the city hall went to:

Leo Fine, 425 Stevens road, Greenfield-Kenyon, dwelling, \$19,000.

Leo Fine, 420 Camino Del Norte, Greenfield-Kenyon, dwelling, \$19,000.

H. J. Hartley, 620 Desert View drive, Paddock Main company, swimming pool, \$4,000.

Larry Jusela, 1805 South Palm Canyon, dwelling, \$17,000.

Keith McLeod, 1045 South Calle Mar-cus, enclosure, \$500.

Jack Meiselman, 909 Paseo Carolina, T. Frederickson Jr. dwelling, \$9,000.

Jack Meiselman, 909 Paseo Carolina, T. Frederickson Jr. dwelling, \$9,000.

T. N. Murray, 645 Palo Verde, dwelling, \$17,000.

William Olsen, 1347 North Palm Canyon, addition, \$15,000.

Panorama Builders, 1111 Calle De Maria, dwelling, \$18,000.

Trene Phillips, 508 Paseo El Mirador, H. Libolt, swimming pool, \$4,000.

Robert G. Pearson, 390 Paseo El Mirador, apartments, \$22,000.

E. L. Petrick, 1060 Olive way, William A. Darvin, dwelling, \$17,000.

J. A. Weiger, 1585 Calle Marcus, M. H. Libolt, swimming pool, \$4,000.

County building permits:

William Carpenter, Palm Desert, relocation, \$1000.

J. Hayes, La Quinta, dwelling, \$4254.

H. C. Howard, Desert Hot Springs, C. T. Gordon, dwelling, \$1600.

Ann Pungston, Thousand Palms, dwelling, \$2000.

J. Sherwood, Thousand Palms, utility building, \$700.

Matt Simons, Cathedral City, Omart Investment company, five dwellings, \$24,556.

A desirable husband is one whose expression remains the same when he is told he talks in his sleep.—Frances Rodman.

Presenting ...

**DIAHANN CARROLL**

Broadway's newest singing sensation — direct from 16 weeks at New York's Latin Quarter, where she has been acclaimed the new Lena Horne.

don't forget ...

**BUFFET SUPPER**

An eating delight — Every Sunday nite

**HOWARD MANOR**

572 N. Indian Avenue

Bill White, manager

## SCOTT'S YEARLY PRE-EASTER SALE

ENDS MONDAY, APRIL 19TH

FINE WESTERN & SPORTS WEAR  
for Men ... Women ... Children



## SCOTT'S CATHEDRAL CITY

Hiway 111 - Cathedral City

Open 7 Days Week from 9 A.M. to 8 P.M.



## Kettmann Proud of Showing of Studebaker's Economy

A. G. Kettmann of Palm Springs Motors, local Studebaker agency, was enthused this week over the smashing success of Studebakers in the Mobilgas Economy Run to Sun Valley, Idaho.

## Wednesday Club Aids Nine Local Organizations

Max Grone, president of the Wednesday Night club, announced Monday that, in accordance with recommendations of the disbursing committee of the club, checks of more than \$80 each, will be presented to the following local organizations:

Boy Scouts, Girl Scouts, Youth Center, Volunteer Fire Department, Mounted Police association, Desert Museum, Welfare and Friendly Aid society, Boy's Club and Police Reserve association.

The more than \$700 distributed is from the proceeds of the Charity Auction held by the Wednesday Night club last month and represents the excess over the regular charity commitments made by the club amounting to \$600 and about \$865 for the infant incubator presented to Desert Hospital.

Although the incubator is already in use because of its urgent need, formal presentation by officers of the club to the hospital will take place this month.

"The Wednesday Night club is a self-sustaining organization and no part of the Charity Auction receipts will be retained in its treasury," Grone said.

## Easter Breakfast for Children at El Mirador Hotel

Breakfast for fifty or more children is the program plus many Easter Sunday surprises at El Mirador hotel, according to Frank Bogert, general manager.

There will be the traditional egg rolling contests, an array of Easter rabbits and "just a lot of fun for the kiddies," Bogert said.

Parents in the Village desiring their children's attendance at this Easter breakfast are urged to make reservations as soon as possible," Bogert said.

## FINDS KEY CASE

Finding of a red leather key case containing five keys and a license number, 1P81300, was reported by Detective Ted Green Tuesday morning.

## Signs

A. K. MAGENNIS

410 N. Indian Ave.

PHONE 2648

## WATCH

DAY BY DAY OUR

RACK OF

SPECIALS

Little Folks Cottage

111 North Palm Canyon Drive

## The Whole Town's Talking About the

3 Jones Brothers

SADDLE & SIRLOIN

317 N. PALM CANYON DRIVE

Reservations Suggested

Phone 5195 or 9069

## From Page 1—MORE ABOUT COUNTY

sized that their order to Sullivan to prepare the resolution of protest does not mean they will adopt it.

They said they will solicit opinions from all interested groups, including civic groups in Palm Springs.

They said they will take action to adopt or reject the resolution only after hearing all arguments.

## Southland Advertising Men to Hold Convention Here

Fourth Annual Southern California Advertising Agencies Association conference will be held at Deep Well Inn, April 29, 30 and May 1, it was announced by Alfred Atherton, president of the association, this week.

The conference is scheduled to begin Thursday evening with a dinner at which James A. Guthrie, president of the Sun

company, San Bernardino, will speak Friday and Saturday will be devoted to business sessions and panel discussions.

More than 150 advertising people from southern California are expected to attend the conference which is under the general chairmanship of Walter Marto, of Walter Marto Advertising, Pasadena. Working with Marto are Douglas Anderson of Anderson-McConnell; Ed Ross of C. B. Juneau, Inc.; Robert Millar, Steller, Millar & Lester, James K. Speer of Speer Advertising; Kai Jorgensen, of Hixson and Jorgensen and Marvin Cantz of Tids and Cantz.

In line with the policies of SCAAA, the purpose of the conference is to study ways and means of improving advertising methods, and thus create better values for the public. Atherton said. "We have therefore planned a program which takes in every phase of the advertising picture and will have speakers representatives from various medias such as

L. S. Van Sant; American Newspaper Publishing Association; Richard Moore, vice president and general manager of KTTV; Brian Harvey, president Magazine Representatives Association and Frank Burke, president of Southern California Broadcasters Association."

The SCAAA was formed seven years ago and is comprised of advertising agencies whose offices are located in southern California. There are more than seventy member agencies now belonging to the association.

READ SUN CLASSIFIED ADS

## Public Seder at Chi Chi Sunday

Second in a series of celebrations honoring the Festival of Passover will be a public Seder in the Chi Chi Blue Room Sunday night at 6:30.

Rabbi Isaac E. Bloch will conduct the service and a full course dinner, featuring special Passover dishes, will be served.

The event is open to the public but reservations should be made in advance by calling 2364.

Come a-hoppin'...do your shoppin'...

Easter Buys are blooming at SAFEWAY!

Easter-time meals are so very special! There's a scrumptious, hearty breakfast... a dinner calling for the finest foods! That's where Safeway really shines. It's just natural to find all the traditional Easter foods... Bargain buys all over the store... when you shop Safeway! So sure we are your Easter table will be at its flavorful best we guarantee complete satisfaction for every item you buy at Safeway!

For your convenience PALM SPRINGS SAFEWAY WILL BE OPEN Easter Sunday, April 18

ALL-WHITE EGGS GRADE AA LARGE doz. 49¢

Cream O' the Crop brand. Buy an extra dozen for Easter.

SUGAR Fine granulated, 5-lb. bag 50¢ 10-lb. bag 99¢

PINEAPPLE LALANI SLICED 20-oz. can 25¢ 30-oz. can 29¢

TOMATOES GARDENSIDE BRAND Standard quality packed in puree. Fine to cook. 7 28-oz. cans 1.00

GREEN PEAS HIGHWAY BRAND Standard quality sugar sweet. 9 17-oz. cans 1.00

GREEN BEANS GARDENSIDE CUT Standard quality. Use as side dish. 9 16-oz. cans 1.00

PRESERVES EMPRESS GRAPE Finest quality pure fruit. 3 20-oz. jars 1.00

PURE CLOVER HONEY Empress brand. Fancy quality. 24-oz. jar 43¢

WHOLE NEW POTATOES Highway brand. Small size. 15-oz. can 9¢

WESSON OIL For salads or for frying. pint bottle 35¢ quart bottle 63¢

COOKIES Jane Arden. Chocolate or vanilla sandwich. 5 1/4-oz. pkg. 20¢ 9 1/4-oz. pkg. 29¢

TOM SAWYER PEANUTS Spanish, Salted. 1 1/4-lb. pkg. 49¢

PARKAY MARGARINE Made by Kraft. 1-lb. pkg. 30¢

TEA GARDEN SYRUP DRIPS 24-oz. bottle 37¢

CHEER DETERGENT 19-oz. pkg. 31¢ 51.3-oz. pkg. 69¢

PARADE DETERGENT Anniversary Sale Specials 19-oz. pkg. 25¢ 39-oz. pkg. 49¢

WHITE MAGIC BLEACH half gallon 25¢ gallon 39¢

GRAHAM CRACKERS Pirates' Gold. Sugar Honey. 1-lb. pkg. 29¢

Win a fabulous 6 week trip to Brazil for TWO... all expenses paid, plus \$2500.00 spending money! 800 prizes in all... cash value \$26,025.00 GET FULL DETAILS AT SAFEWAY.

NEW POTATOES WHITE ROSE lb. 4¢

FRESH CELERY UTAH TYPE Meaty stalks. lb. 5¢

EASTER EGG DYE Paas brand. per pkg. 15¢

FOOD COLORING Crown Colony brand. kit of 4 colors 23¢

Blue, Red, Yellow, Green.

Blue Star brand. Heat and serve. 3 1/4-lb. can 1.49

Blue Star brand. Heat and serve. 3 1/4-lb. can 1.49

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Blue Star brand. Heat and serve. 3 1/4-lb. can 1.49

AIRWAY COFFEE Mild mellow blend. 1-lb. bag 95¢

NOB HILL COFFEE Top quality blend. 1-lb. bag 99¢

FROZEN PEAS Bel-air brand. Premium quality. 2 10-oz. pkgs. 29¢

FROZEN PEACHES Bel-air, sliced. Premium quality. 10-oz. pkg. 19¢

CRANBERRY SAUCE Ocean Spray brand. Strained or whole. 16-oz. can 20¢

CANNED CHICKEN Blue Star brand. Heat and serve. 3 1/4-lb. can 1.49

## EASTER MEAT VALUES...

For the finest eating meats that will make your Easter feast perfect, be sure... shop Safeway. Here you'll find USDA CHOICE Beef and Lamb. Grade A Poultry, and top grades of pork and calf. Same high quality in all Safeway stores in Southern California.

MIDGET TURKEYS Beltsville Type lb. 59¢

Grade A, Eviscerated. 4- to 7-lb. size. Just right to fry or roast.

FRYING CHICKENS Fresh or Frozen lb. 53¢

Fancy Fresh or Manor House brand, Frozen. Cut up, ready to fry.

BEEF RIB ROAST USDA CHOICE lb. 73¢

Cut 7" long from first five ribs of Safeway aged and trimmed government graded USDA Choice beef. The finest roast in the beef.

HAMS Wilson's Tendermade 6-lb. can 5.98 Hormel's 4-lb. can 4.49

Two nationally known brands of top quality, cooked, boneless canned hams. For a taste treat serve with fresh pineapple.

Chicken Legs Manor House brand, quick-frozen and packaged ready for the pan. 1-lb. pkg. 89¢

Chicken Wings Manor House brand, quick-frozen. Open, thaw and fry. 1-lb. pkg. 49¢

Fillet of Sole Captain's Choice brand, quick-frozen. Open, thaw, fry. 1-lb. pkg. 45¢

Fish Sticks Captain's Choice brand. Breaded and pre-cooked. Try them today. 10-oz. pkg. 49¢

GROUND BEEF Selected chunks of beef... freshly ground and packed in Visking. TOPS IN QUALITY lb. 39¢

SOLID PACK TUNA Chicken of the Sea (Red Label). 7-oz. can 39¢

CHUNK STYLE TUNA Chicken of the Sea (Green Label). 6 1/2-oz. can 34¢

TORPEDO TUNA Chunk style. Green label can. 6-oz. can 29¢

SMALL SHRIMP Shady River brand. Wet style pack. 5-oz. can 45¢

PRICES EFFECTIVE THURS., FRI., SAT., APRIL 15, 16, 17, 1954, AT SAFEWAY STORES IN THIS AREA.

Right to limit reserved. No sales to dealers. Sales tax added to retail prices on taxable items.



SAFEGWAY

STORE HOURS Mon. thru Sat. 9 a. m. to 8 p. m. Sunday 9 a. m. to 6 p. m.



SPECIAL! Tropic-FRESH PINEAPPLE from hawaii Just arrived! The largest shipment of golden-ripe fresh Pineapples to ever reach the mainland from the Islands. Direct from the World's finest growing fields in Hawaii to add Nature's most refreshing flavor to your Easter dinner! Priced low... PER LB. 12¢

Air Conditioned

350 So. Palm Canyon Drive...



## TRAMWAY ASSURED

By BILL RASHALL

Construction of the Mt. San Jacinto Tramway, projected on plans as the largest and the highest in the world, to cost between \$8,000,000 and \$10,000,000, will start late this year or early in 1955.

This announcement, each word of it deeply dyed with an undertone of jubilation, was made yesterday by Earl Coffman, chairman of the Mt. San Jacinto Winter Park Authority.

The green go-ahead light flashed across the nation from Washington, D.C. in a news dispatch that Interior Secretary Douglas McKay had approved an exchange of land which in effect, granted the Winter Park Authority right-of-way across a half section of land in the San Bernardino National forest at the 2700 foot elevation on the almost perpendicular side of Mt. San Jacinto.

FOR ALMOST FOUR YEARS this right-of-way upon which two giant steel towers of the tramway will be located, was vigorously fought by nature

clubs who feared that, with the operation of the tramway, the wild area would be in constant trespass by persons who would not appreciate the wonders of the virgin mountain area.

Under terms of the land transaction the Winter Park Authority deeded one full section of land situated near the headwaters of Snow Creek at the 5,000 foot elevation for 326 acres of land at the 2700 foot elevation. The deed to the land was conveyed to the government March 1 by the Authority.

THIS FULL SECTION of land acquired from the Palm Springs Water company at the nominal fee of \$5,000, which in turn had to gain the approval of the Public Utility Commission, was contributed by ten Villagers, each handing over \$500.

The persons who made the transaction possible are: Mrs. Pearl McManus, Harold Hicks, president of the Palm Springs Water company; Charles Farrell, Culver Nichols, John Williams, Dewey Metzdorf, Earle Strebe, Earl Coffman, Francis Crocker, and Irwin Schuman, owner of the Chi Chi.

WHEN THE NEWS dispatch was read to Coffman he quickly telephoned Francis Crocker, member of the Authority and the latter hurried to the Desert Inn where both men eagerly clasped each other's hands.

It was Crocker who, on a hot humid day back in 1935, expressed the wish as he looked upward toward the towering cool verdant forests of Mt. San Jacinto and said, it is now recalled:

"I wish there was some way we here on the desert on a day like this could transport ourselves quickly to the cool glades of Mt. San Jacinto."

THE EXACT WORDS used by Crocker are now lost in the days of the years that have passed since he uttered that statement — a wish — such as anyone would make but this one began to jell into theory; later into the form of three bills passed by the California Legislature. Two of them vetoed by former Governors Olson and Warren and then finally signed by the Chief Justice of the U.S. Supreme Court Earl Warren who was then governor of California. The former state executive signed the final bill creating the Mount San Jacinto Winter

Park Authority in 1945.

THUS A WISH uttered by a hot and perspiring Villager will, in approximately two years, become a physical reality. A reality around which far-visioned men, tenaciously struggled to hold before despairing and manifold "road blocks", criticism and skepticism that the "tramway would never be constructed."

"I see no obstacle now that will prevent the construction of the tramway," declared Coffman. "Even as I make this statement, Kaiser and company, of San Francisco, investment bankers, I am sure are preparing to make an additional economic survey which will support the sale of revenue bonds, the money for which

will be used in the construction of the aerial lift."

THE RECORDS INDICATE that this same financial house employed the services of Covardale and Colpitts in 1950 to make an economic survey. This report was extremely favorable pointing out that the revenue bonds would be a safe investor's purchase.

"This report can be brought forward to the present day in a short period of time," Coffman opined. "Certainly if this firm of economic engineers felt the operation of the tramway would have been a success back in 1950, the increase in population and travel to this area since then would result in a better prospective operation of the tramway."

Others have repeatedly pointed out that the giant towers, the tramway cars traveling up and down massive cables, would in itself become a tourist attraction from a standpoint of merely viewing the engineering accomplishment.

GORDON BANNERMAN, chief of the Tramway Division of the U.S. Steel corporation traversed the sight of the proposed tramway with the complete sanction of Benjamin Fairless, chairman of the board of directors of U.S. Steel Corporation. Fairless, on a visit to Palm Springs several years ago, expressed great interest in the tramway to this reporter. His interest was so great he also sanctioned the expenditure, along with other corporations

and the Morrison Knudsen company, of a quarter of a million dollars in preliminary engineering and exploration of sub-surface areas upon which the giant towers will be located.

"FROM THE TIME the money is assured," said Coffman, "it will take from 20 to 24 months for the construction of the tramway. Weather conditions will also be a determining time factor," Coffman said.

"In 1950 it was estimated that the project would cost between \$8,000,000 and \$10,000,000," Coffman continued. "At that time steel plants were operating at near capacity in the nation. Contractors had more work facing them and those desiring project construction were forced to wait. The picture is changed

now. I believe the tramway will not cost any more than estimated in 1950," Coffman predicted.

OTHERS WHO SPENT unending hours of time to bring Crocker's wish into reality and have spent considerable amounts of their own money in travel and other expenses, are the members of the Mount San Jacinto Winter Park Authority. In addition to Coffman and Crocker there are: Gwynne Wilson, vice-president and general manager of the Los Angeles Turf Club; James Nusbaum, Idyllwild; Vincent W. Grubbs, Riverside; Leonard Firestone, of the Firestone Tire company and Arthur C. Stewart, vice-president of the Union Oil company.

Coffman paid great tribute

The Desert Sun—4<sup>th</sup>  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

to Henry Lockwood, counsel for the Authority, "who literally spent thousands of hours on the legal aspects of this project and a considerable amount of his own money for which he was never reimbursed."

WHAT THE TRAMWAY will mean for Palm Springs is unfathomable at this time. Nevertheless, the skeptics of many years standing are now shouting from the rooftops: "Well, I told you so — never doubted for a minute that we would have the tramway. No sir-ee-ee!"

## Come to CHURCH for EASTER SERVICES

### LIFT YOUR HEART

### WITH THE GLORY OF EASTER

Age-old, yet ever-new, is the transcendent glory of Easter. And where else can you find its true meaning so beautifully expressed as in Church? Here, as you join with family and friends in song and prayer, you will experience anew in your heart the miracle of Easter, and return to your work-a-day world refreshed in spirit and strengthened in faith, hope and courage.

### Our Lady of Solitude

151 Alejo Road

Msgr. J. Powers

Rev. P. O'Neill

HOLY SATURDAY, APRIL 17th

Ceremonies begin at 6:30 A.M. Blessing of New Fire, Paschal Candle, Holy Water and Baptismal Water, Litany of Saints followed by Holy Mass about 7:30 A.M.

Confessions on Saturday from 10:00 to 11:00 A.M., from 2:30 to 5:30 P.M. and from 7:30 to 10:00 P.M.

MASSES ON EASTER SUNDAY

APRIL 18th

High Mass at 6:00 A.M. Low Mass at 8:00 A.M. and 9:00 A.M.

High Mass at 10:00 and Low Mass at 11:30 A.M.

P.S. The change in Masses is for Easter Sunday only. Regular Sunday Masses at 6:15, 8:30, 10:00 and 11:30.

### Palm Springs Community Church

Baristo and Cahuilla Road

Dr James H. Blackstone, Jr.

GOOD FRIDAY

7:30 P.M. Holy Communion

EASTER SUNDAY

5:15 A.M. 38th Annual Hillside Sunrise Service

(at O'Donnell Golf Course)

9:30 A.M. Sunday School

9:30 and 11:00 A.M. Morning Worship Service

7:30 P.M. Evening Service

Religious Film "Journey into Faith"

### St. Theresa Catholic Church

2900 East Ramon Road

Father Michael R. O'Donohoe

Confessions Saturday 3 to 5 P.M. and 7:30 to 9:00 P.M.

EASTER SUNDAY MASSES

7:30 A.M. — 11:00 A.M.

12:00 Noon

High Mass at 9:00 A.M.



### Our Lady of Guadalupe

Arenas Road and El Segundo

Rev. Michael J. O'Sullivan

EASTER SUNDAY MASSES

8:00 A.M.

10:00 A.M.

### St. Paul's in the Desert

Episcopal Church

West El Alameda

Rev. W. A. Blondon

CHORAL EUCHARIST — 7:00 A.M.

Sermon by the Rector

Holy Communion 9:00 A.M.

Choral Eucharist 11:00 A.M.

Children's Festival 3:30 P.M.

### Banks to Close at Noon Friday

In observance of Good Friday Palm Springs Bank of America will close at noon Friday and not re-open until the regular banking hours at 10 a.m. Monday. Harold West, assistant manager, said Tuesday.

D. W. Richardson, manager of the Desert Bank here, said that that institution would also observe the Good Friday hours and close at noon tomorrow, re-opening at 10 a.m. Monday. Saturday is regular closing day for all banks in California.

## BICYCLE STOLEN

Theft of an English-type bicycle valued at \$45 was reported to police Monday by Karl Martinus, 1447 North Palm Canyon drive.

### HELP YOURSELF TO HEALTH WITH THE Green Magic of B-L No. 10

B-L No. 10 is designed to help you build blood, overcome hardening of the arteries, heart muscle fatigue, anemia and general "Run-down" condition.

Now Available at

El Paseo Pharmacy

800 No. Palm Canyon Drive

Ramon Drug

454 So. Indian

Village Pharmacy

201 No. Palm Canyon Drive

### LARGE MEN!

We are overstocked, but good, on Large and Extra Large sizes in fine quality long sleeve sport shirts —

All kinds and all prices, selling regularly from \$3.95 to \$8.95 —

They're stacked and ready to pick from, and the best news of all is the considerably "Below Cost" price of

### 1/2 OFF

AND THAT MEANS

\$3.95 Shirts	\$2.47
\$4.95 Shirts	\$2.75
\$5.50 Shirts	\$2.97
\$5.95 Shirts	\$3.47
\$6.95 Shirts	\$3.97
\$7.95 Shirts	\$4.25
\$8.50 Shirts	\$4.47
\$9.95 Shirts	

If you're a large, or know someone who is, here's a chance for you fellows to really save some dough!

ALSO ...

There's a choice lot of Mediums and Smalls in long sleeves at —

### 1 to 1/2 Off

Come In and Save!

## ELLIS

155 E. ANDREAS  
Bet. Palm Canyon & Indian  
"IN THE HEART OF THE VILLAGE"



So you want to!  
Get a good tan ...

### Smith Brothers PALM SPRINGS DESERT TAN

at all Leading Drug Stores and Clubs

Try that  
Fabulous  
Tanning Agent

This Easter Sunday Church Page is Sponsored by

THE VILLAGER  
SADDLE & SIRLOIN  
CORONET LODGE  
THE DOLL HOUSE  
PALM HOUSE

INGLESIDE INN  
Ruth Hardy, owner  
PALM SPRINGS BUILDERS SUPPLY  
DESERT INN  
CHI CHI

HOWARD MANOR  
SAMPSON-CURTIS, INC.  
Palm Springs Oldest Insurance Agency  
LONE PALM HOTEL



## American Way of Life Compared with Communism

Basic differences between communism and the American way of life were described by Walter L. Scratch, author of "God vs. Communism" at a luncheon meeting of the Palm Springs Kiwanis Club Tuesday at El Mirador hotel.

Scratch, assistant to the editor of the Hollywood Citizen-News, attended some 80 communist and pro-communist meetings for his paper starting in 1945.

He told the Kiwanians, of whom 15 were visitors from the El Monte club, that the issue involves a conflict which must be solved by education. It can not, he said, be solved with bombs because it is a conflict of ideas, not a conflict of nations.

Scratch, with his wife Patty, an artist, and their 14-year-old son, Leonard are trailering in Palm Springs, where they have spent each Easter week for the past ten years.

## Annual Easter Festival Sunday at Smith Home

A highlight of Easter Day in Palm Springs for the past five years will be renewed Sunday when Mr. and Mrs. Stephen R. Smith host the annual Easter Egg hunt at their home at 749 Prescott drive.

Children of the Frances S. Stevens school last Monday morning colored the eggs for the hunt.

The Smith's two daughters, Stephanie and Sharon attend kindergarten and second grade at the school and will aid their parents in hosting the gala affair.

It will be the sixth year of the event and last year approximately 120 children participated.

Mary Lou Stuart, Betty Mitchell, Vera Biss, Lucille Beck and Irma Marshall, mothers of several of the kindergartners, met with Mrs. Smith last week and made 200 baskets for the children to use in the hunt for the 40 dozen eggs hidden on the grounds of the home.

If all of the baskets are not used they will be filled with colored Easter eggs and taken to children who could not attend the event.

Mrs. Harry Crawford of Long Beach, Village home owner, will see to it that every child at the annual Easter egg hunt has a generous portion of ice cream at the close of the event.

## Junior Chamber to Elect Tonight

Members of Palm Springs Junior Chamber of Commerce will meet tonight at World Wars Memorial Hall to elect officials for the new year from the board of directors which was completed last week.

Jim Hadlock, president, urged all members to be present for the important election.

## Not Sold

Trailer Park  
Merely Leased

Lorene McGlamary of Taylor Trailer park, 601 East Andreas, said Monday that the park had not been sold as reported last week but had been leased for a term of five years.

The lessee is Earl F. Emmons of Long Beach who plans to call it the Desert Trailer Haven.

Mrs. McGlamary said they will continue to make their home in the park.

"I am opposed to any sale of land on Section 14," she said, "and certainly don't want property so listed. It is just a five-year lease."



**IN MANOR ROOM** — Diahann Carroll, new star of the singing and entertainment world, who will start an engagement in the Manor Room of the Howard Manor tonight.

## Diahann Carroll to Appear in Manor Room Tonight

Continuing his policy of bringing first-rate entertainment to the Manor Room of Howard Manor, Owner Bob Howard has signed Broadway's newest singing sensation, Diahann Carroll, to a personal appearance contract.

Miss Carroll, who comes to the desert direct from a spectacularly successful 16 weeks' engagement at New York's famous Latin Quarter, opens a limited engagement in the Manor Room tonight.

New York critics have hailed Diahann as the greatest singing find since Lena Horne. She was discovered by Latin Quarter

## Mayfair to Stage Annual Egg Hunt

It will be a field day for Palm Springs area youngsters Saturday morning when Mayfair Market opens its doors at 8 a.m. with the annual Easter Egg hunt the main item of the morning.

Candy eggs and "secret eggs", the latter entitling the finder to win special prizes, will be hidden in the market.

The market will be divided into two areas so that children of different age groups will have an equal chance but all will be eligible for prizes said Jim Schulke, manager of the local store.

Although parents are not permitted to aid the children in the hunt they are urged to accompany them to and from the market to avoid any accidents or straying.

## Family Thanks Village Friends

Mrs. Frank Partridge and family this week expressed their heartfelt thanks to their many friends for their kind thoughts and words of sympathy in their bereavement when husband and father, long-time Villager Frank Partridge, was suddenly stricken.

They also wished to thank the scores who expressed their sympathy in contributions to the Frank Partridge Memorial Fund for the Boys' club which the late Mr. Partridge founded and of which he was a director for many years.

## Lions to Honor Dads, Daughters, at Rally Today

Palm Springs Lions club will stage its annual Fathers and Daughters Day luncheon this noon and the usual excellent program of entertainment has been mapped.

Murray Bois-Smith will be Master of Ceremonies and has lined up some talented surprises for the event. Daughters of Lions club members who have presented programs during the past years will be honored.

In cooperation with Mrs. C. Thurston Chase of Chase school at Thousand Palms and Edward Van Metre, recreation director at the school, Bois-Smith has prepared an entertaining program.

Chase school boys on the program are Skip Giraud, Peter Jones, Lee Rose, Richard Moffitt, John Mulligan, Peter Thorne and Jimmy Wilson.

Daughters of Lions members to be honored are Caroline Colegate, Ruth Marie Samson and Mary Gail Walker. Mrs. Lois Lux will be the accompanist for the vocalists.

## From Page 1—MORE ABOUT ELECTION

158 registers in the district, 100 went to the polls. Their vote was:

Sanborn	71
Self	29

In District Six, 56 per cent of the voters cast their ballots. With 314 registered voters in the district, 176 ballots were cast. The result was:

Miller	138
Cavett	38

**CITY COUNCIL** will canvass the vote next Tuesday evening and the re-elected councilmen will be sworn in for their new terms at that time.

**The Desert Sun—5¢**  
and **PALM SPRINGS NEWS**  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

Charming Home  
and  
Guest House  
offering  
a Home & Income

Two bedroom home  
with a Guest House.  
Both are completely  
furnished.

Large beautifully  
landscaped lot.  
Many fruit trees and  
sprinkler system.

Priced to Sell  
at \$16,500

Property is clear.  
Convenient terms can be  
arranged.

See  
THIS BUY TODAY

Peter B.  
Sheptenko

475 N. Palm Canyon Dr.  
PHONE 2727



At Church, with family and friends,  
rejoice anew in the spiritual inspiration  
of the Easter message.

After Church  
BRUNCH at *El Mirador* HOTEL  
is also a family affair.

In the Kiva Room and Starlite Patio

Served from 12 to 2 p.m. — \$2.00 per person  
Enjoy a delightful repast of delicious food

BRUNCH RIDE

Starting at 10:00 a.m. at the Picket Line — across from hotel  
Reserve your horse at any stable

Entertainment by **Tex Kidwell**

Internationally known Cowboy Singer  
Reservation — Phone 2044



## Easter Specials In Desert Living

by Edith Eddy Ward

### SAMAREU

For the Home-Income Seeker  
Offered for sale as a most desirable investment  
7 units smartly decorated and beautifully furnished.  
Completely equipped kitchens. Room for further expansion  
for at least five more luxuriously designed rooms  
or apartments. Nearest apartment hotel to beautiful  
Shadow Mountain Club. Cooled by Refrigeration.  
Swimming Pool, heated and filtered.  
Property includes 3 bedroom house for owners.  
One of the finest hotel-property investment offered  
in a long time.  
Samareu is practically new and completely inviting.

TERMS

### Desert Dream Home

Two bedroom, two baths. Walled  
Patio, Fireplace  
Sited on corner lot. Cooled by  
Refrigeration. WAS \$15,000.00  
REDUCED TO \$13,500

### A 'Must See'

#### POOLSIDE HOME

Two bedrooms, Walled Patio.  
Fireplace. The type of Desert home  
you have been dreaming about.  
REDUCED TO \$9,500.00

NEAR SHADOW MOUNTAIN CLUB

### One of Palm Desert's Finest Homes

Two bedrooms. Two baths. Sited on Estate size lot.  
This is the type of home you have been seeking  
for a long, long time.

Reduced from \$27,500 to \$22,500

TERMS

Nothing Supplants  
Experience

Take advantage of our seven years ex-  
perience dealing in Palm Desert prop-  
erties and our knowledge of property  
values in the area.

**EDITH EDDY WARD**

ASSOCIATES

Bob Coates

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Reservations Phone 7391 or 5133

FREE  
PARKING



# CIRCUS

the Western theme. "Wear your Western Togs, gather your friends together and have yourself a good time in the friendly spirit for which

## School Board to Meet this Evening

Board of trustees of Palm Springs Unified School District will meet in regular session this evening at 7:30 in the offices of Frances S. Stevens school.

the Village is noted," was the advice of the co-chairmen.

THE DAYS THAT follow will be crammed with fun events, each one an occasion in itself. Many stars will be on hand to officiate and entertain.

Queen Alice Faye will preside over all events. Phil Harris, showmaster, Walt Disney, parade grand marshal, and Ray Ryan, sheriff, are the colorful officials and Bing Crosby, Bob Hope, Gordon McRae, Lily Pons, Charlie Farrell, Dean Martin, Desi Arnaz, and many other famous personalities will join in the fun.

THE CENTER, in the heart

of the Village, will be the setting Friday for the big chuckwagon luncheon and kangaroo court. Presiding as judges will be Leo Fields and Desi Arnaz, who will mete out fines and punishment to willing offenders who have been rounded up by the 50 lovely sheriff's deputies for not wearing some article of western dress or who cannot display an immunity button. In good old kangaroo court style, justice will be dispensed as suits the mood of the judges. Tickets should be secured early for the luncheon, which starts at 12 noon.

The fifty deputies called on hotel owners today to give them an early opportunity to

buy tickets for this affair for their guests. Tom Kieley, chairman of the Chamber of Commerce hotel division asked co-operation of hotel owners and managers in this phase of the Circus program.

THE HIGH SPOT of the week-end's activities will be the Desert Circus Ball Friday evening, when El Mirador hotel will take on the aspect of the Big Top, with tent rigging, side show canvas, colored balloons, and caged animals as some of the props, plenty of surprises, and all-star entertainment. This night, too, will see the crowning of the Queen. This party will be a costume

dinner dance, cocktails to be served in El Mirador Room, Starlight Patio, and Kiva Room beginning about 7 p.m., and dinner at 8:30. Freddie Martin's famous orchestra will play for the dancing.

Trav Rogers, in charge of these arrangements, says that circus costume as well as western clothes will be in order.

JIMMY COOPER, parade chairman, announced that the parade will start down Palm Canyon drive at 10:30 Saturday morning, from El Mirador hotel to the dispersal point at Ramon road. According to Cooper, the number of entries already received and carefully selected

indicates this to be one of the biggest and finest parades to be held in Palm Springs in recent years.

Walt Disney, from whose production "The Living Desert" theme was taken, will head the procession, aboard his "Disneyland" stage coach drawn by six matched ponies. Queen Alice, in western gear, will occupy the place of honor, Sheriff Ray Ryan will ride astride his beautiful silver-mounted saddle, and many other stars will participate, mounted, or riding the beautiful floats. Nattily dressed and beautifully mounted posers from many California counties, other equestrian entries, and

about 20 smart bands are expected.

AGAIN ON SATURDAY night, Freddie Martin, one of the nation's top name bands, will play for the dancing revelers at the Grand Marshal's Round-up dance. The American Legion hall, patio, and street in front of the hall will be enclosed tent-style for dancing in these areas, and booths and bars set up where refreshments can be obtained. The Elks lodge has charge of these arrangements.

Celebrities will be on hand to entertain and a capacity attendance is expected to wind up the Desert Circus in grand style.

The Desert Sun—60 and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, April 15, 1954

## For Prescriptions



S & H Green Stamps

# EASTER SALE

**Mayfair**  
MARKETS

Advertised prices effective Thurs. thru Sun., Apr. 15-18

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444 N. Palm Canyon Drive  
Palm Springs

HUNT'S, Sliced or Halves,

**PEACHES**

ELNA BRAND, Pure

**GRAPE JELLY**

29-oz. Cans **89¢**

20-oz. Jar **23¢**

Market Open  
Easter Sunday

LIBBY'S FRESH-FROZEN

**PEAS**

ELNA BRAND, GRATED

**TUNA**

10-oz. Pkgs. **25¢**

6 1/2-oz. Can **21¢**

6 Delicious Flavors

**JELL-O**

Gelatine Desserts

3 reg. pkgs. **25¢**

FOOD CLUB

**BUTTER**

First Quality

1-lb. carton **59¢**

Princella

**YAMS**

In Heavy Syrup

29-oz. Can **25¢**

**HEY KIDS!**  
**BIG FREE EASTER EGG HUNT**  
Here Saturday Morning, 8:00

It's time for Mayfair's annual Easter Egg Hunt again! Be here Saturday morning at 8 o'clock, and you'll have the time of your life. Over 2000 candy eggs for you to find, plus wonderful "secret" eggs that you can trade for a beautiful prize. Any junior hunter up to 8 years old is eligible, and every one has an equal chance to win.



It's Loads of Fun! Don't Miss It!



A wonderful idea!  
**FRIED CHICKEN**

for

**EASTER DINNER**

It's not only delicious . .

but . . at Mayfair's low

price . . . so thrifty!

**49¢**

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ARMOUR'S STAR GRADE A  
U.S.D.A. Inspected and Graded

**FRYERS**

Armour's Star, U.S.D.A. Grade A, Eviscerated

**HEN TURKEYS**

10-14 lbs. Avg. Oven Ready

**59¢**

Armour's Star or Hoffman's

**HAMS**

Hickory Smoked, Sugar Cured

FULL SHANK

HALF **59¢**

JUNIOR TURKEYS

JUNIOR GEESE

YOUNG DUCKS

FRYING RABBITS

SLICED BACON

HALIBUT STEAKS

Armour's 5-8 lbs. **59¢**

Armour's Eviscerated **59¢**

Armour's Star Plump, Tender **59¢**

Sun-Cal Cut-Up **59¢**

Mississippi Grade A **75¢**

Fancy Northern **39¢**

CRANBERRY SAUCE

OCEAN SPRAY, 15 1/2-oz. can

Wonderful with chicken or ham

**19¢**

Jones Dairy Farm Sausage

Delicious small links

1-pound package

**89¢**

Try a canned ham for Easter! Cooked, Boneless, No Waste

DUBUQUE'S

Cooked Boneless

CANNED PICNICS

4 3/4-lb. can **\$3.49**

ARMOUR'S STAR

CANNED HAMS

4-lb. can **\$4.69**

"From the Land o' Corn"

**DUBUQUE'S**

CANNED HAMS

3 Sizes: 9-lb., 9 1/2-lb., 10-lb.

Per Pound

By the Can **89¢**

PLUMROSE

CANNED HAMS

Imported, Danish

2-lb. can **\$2.49**

Finest Quality

BOLOGNA

Large Sliced **45¢**



Your Easter ham  
deserves the best

Del Monte, Sliced

**PINEAPPLE**

15-oz. flat can **16¢**

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PINEAPPLE CHUNKS

20-oz. Can **27¢**

DEL MONTE

PINEAPPLE JUICE

46-oz. Can **27¢**

DEL MONTE

FRUIT COCKTAIL

17-oz. Can **21¢**

For your Easter baking

SWANSDOWN

**CAKE MIXES**

GOLD MEDAL

FLOUR

5-lb. bag **53¢**

PILLSBURY'S

PANCAKE FLOUR

40-oz. pkg. **29¢**

PILLSBURY'S

ANGEL CAKE MIX

16-oz. pkg. **53¢**

Parson's Sudsy

AMMONIA

qt. **24¢**

Blue Flakes

3-oz. pkg. **9¢**

BLU-WHITE

SUNSHINE —Lb. pkg. **33¢**

HI HO

qt. **59¢**

Weston's Chocolate

GRAHAM CHIPS

12-oz. jar **22¢**

Assorted Flavors

Sioux Bee Honey

12-oz. jar **29¢**

Liquid Starch

STA-FLO

qt. **24¢**

Table Syrup

VERMONT MAID

12-oz. btl. **29¢**

FROZEN FOODS

Food Club, Sliced

STRAWBERRIES

10-oz. PKG. **23¢**

Hampshire, Cut

GREEN BEANS

2 8-oz. PKGS. **29¢**

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GREEN SHRIMP

10-oz. PKG. **69¢**

Mayfair Garden Fresh PRODUCE

NEW CROP, U. S. NO. 1 WHITE ROSE

**POTATOES**

**5 lbs. 15¢**

FOR EASTER  
**FLOWERING PLANTS**

Beautifully Gift Wrapped

African Violets

GARDENIAS

CALADIUMS

**98¢ up**

**ARTICHOKES**

Garden Fresh, Green, Tender, Large Size

**2 for 9¢**

Extra Fancy & Fancy Comb, Washington

**Delicious Apples**

Medium Size

**3 lbs. 29¢**

Garden Fresh, Tender

**CELERY**

**3¢ lb.**

BUBBLE ACTION

**BAB-O**

2 14-oz. cans **25¢**

GOLD SEAL

**Glass Wax**

pint can **59¢**

For Salads or Cooking

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Q-T 7 Minute Frosting

**Snow-Whip**

Just add water

5 1/2-oz. pkg. **25¢**

TOILET SOAP

**Sweetheart**

Regular Bath

**3 for 25¢ 2 for 23¢**



# Thunderbird Tourney Title to Dr. Taylor

Red Hill Golfer  
Wins His Third  
Golf Crown Here

Dr. Frank M. Taylor Jr., Pomona dentist and Red Hill Country club, Upland, entry, took his third amateur title in the Palm Springs area last weekend.

He racked up a card of 204, 12 under par, to win the fourth annual Thunderbird Country club Invitational.

Always close at Thunderbird, it was his first victory there.

**TWICE BEFORE**, however, he walked away with the annual O'Donnell club trophy. His victories were in 1937 and in 1952.

In 1952 he finished in a tie with Irving Cooper of Long Beach and the two went 12 extra holes before Cooper won.

Dr. Taylor, known as "Bud" to his many friends, had a 7-stroke margin over his nearest rivals, Ted Richards of Bel-Air, pre-tourney favorite and Dr. William Oneal of Annandale, who wound up in a second spot tie with 211s.

Three former champions trailed the winner. Cooper, 1952, finished with 213; Bruce McCormick, 1951, with 217, and Tommy Jacobs, 1953, with 223.

The leaders:

Dr. Bud Taylor	70-69-69-204
Ted Richards	70-67-74-211
Dr. William Oneal	70-69-72-211
Jim Ferris	70-72-70-212
Irving Cooper	73-69-71-213
Nell White	73-69-69-213
Dick Yost	72-72-71-215
Art Anderson	71-71-73-215
Lloyd Berkman	71-76-69-216
Bruce McCormick	72-70-75-217

## PLAY GOLF

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**\$1.00**

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9 IRON 9**

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**Breakfast — Brunch — Luncheon**  
from 9 A.M. to 5 P.M. Served Poolside or in

# The SOUTH PACIFIC

**Room**

**Dinner from 5 p.m. to 11 p.m.**  
**Deliciously Prepared Cantonese Food**

Almond Duck - Egg Roll -  
Almond Chicken - Pineapple  
Spareribs and many other dishes

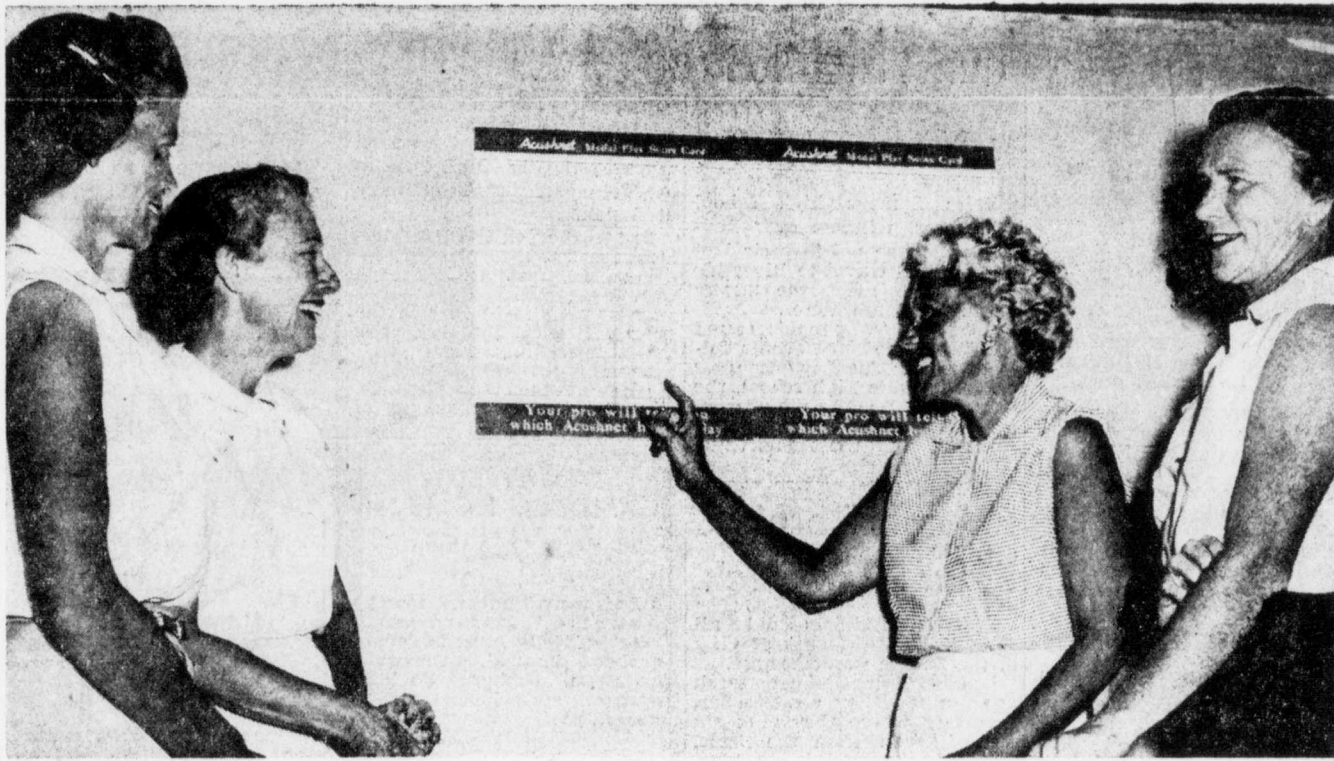
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"Beneath the Tower of the Stars"

**TROPICAL TREAT**  
Thrill to the exotic magic of the South Sea islands in all its tropical splendor.

Listen to the sweet music of George Kainapau, "The Song-bird of the Hawaiian Islands." And enjoy your favorite tropical drink prepared by island natives using tropical ingredients.



(Eddie Carroll Photo)  
**WINNERS** — Four winners in Tamarisk Country club's annual Women's Championship inspecting the scores following conclusion of the two-day play Sunday are, left to right, Gwen McIntyre, low net winner and runner-up for low gross honors; Mrs. Ben Shearer, Second Flight low net winner; Bettye Herbert, Third Flight low net winner, and Alice Heffernan, Club champion for the second consecutive year.

## Alice Heffernan Wins Tamarisk Women's Crown

Alice Heffernan repeated as Club Champion in the annual Women's Tournament held at Tamarisk Country Club Saturday and Sunday, by scoring 85-82 for low gross honor of 167.

TWENTY-SEVENTH YEAR

# The Desert Sun

and PALM SPRINGS NEWS

Page One-B Palm Springs, California, Thursday, April 15, 1954 Second Section

Gwen McIntyre won the First Flight low net honors with 71-70, 141, and second was taken by Jeanne Drew, 74-76, 150.

Second Flight low net honors went to Mrs. Benjamin Shearer with 84-73, 157. Mrs. Joe Blumensfeld took second with 80-78, 158.

In the Third Flight, Bettye Herbert won low net honors with 80-85, 165, and tied for second were Miriam Allen, 82-87, and Betsy Getz, 84-85, both with totals of 169.

Bettye Herbert is chairman of the Women's Division of Tamarisk Country Club, and Mrs. Gummo Marx is Handicap and Tournament chairman.

## Ohrt's Twelfth Ride to Village Slated April 20

Hans Ohrt, noted Beverly Hills bicyclist and former American champion, will make his 12th annual bicycle ride from Beverly Hills to Palm Springs April 20.

This time it will be a solo ride, he said. Eight of the previous 11 rides over the 124-mile trip have been made on a tandem with Mrs. Ohrt accompanying him.

Best time made in the tandem rides is 8 hours and 15 minutes.

Riding solo, Ohrt has made the trip in 7 hours and 30 minutes.

To avoid the heavy grades just this side of Redlands, Ohrt plans to use the San Timoteo canyon route.

## Indians Defeat Beaumont, 6 to 3

Palm Springs high baseball team won a practice game Monday, defeating Beaumont high 6 to 3 in a ragged game. Both teams committed five errors in the seven innings of play here.

Price blanked the visitors in the three rounds he pitched and Carrasco went in the fourth to finish the game. Between the two of them they yielded four hits.

A wild third inning won the game for the Indians when they counted four times on one hit, four errors and four walks.

The line score:  
Beaumont 000 000 3-3 4 5  
Palm Springs 004 011 x-6 5 5  
Flores; Price, Carrasco (4) and Reyes.

## Twelfth Annual City Tournament Starts April 21

Twelfth annual City Tennis Tournament will start Wednesday, April 21. Recreation Director Howard Haddock announced this week.

Registration is now under way, with Shelley's Sportsman Center the only registration place. Deadline for entries is Tuesday evening, April 20, with drawings to be made Wednesday morning at The Tennis Club.

**PAIRINGS WILL BE POSTED** at Shelley's, The Tennis Club, Racquet Club, and the city hall. Semi-finals are scheduled for Saturday, May 8, and finals for Sunday, May 9.

Haddock reported that advance interest indicates that this will be the largest tournament ever held.

**DEFENDING champions** in the singles events are Maurice Smith, after his third consecutive title, and Betty Stumpf.

Events are: Men's singles, women's singles, men's doubles and mixed doubles. All matches are best two out of three. Entry fee is \$1 for each event except men's singles where the fee is \$1.50.

## Ripley Repeats in Junior Net Tourney Victory

Frank Ripley continued to serve notice that he is the outstanding young tennis player in Palm Springs by winning the 15-and-under Boys' Singles for the second straight year in the City Junior Tennis tournament conducted by the City Recreation department.

He also joined with Gretchen Gerhart to defeat Gary Hammond and Ann Gerhart, 6-2, 6-3, to win the Mixed Doubles title. His victory in the singles event was over Roger Williams, 6-1, 6-4.

Gretchen Gerhart also was a double winner, as she defeated Linn Gerhart 6-0, 6-2, in the 15-and-under girls' singles. Jean Staley, who had been rated one of the favorites in this event, defaulted to Linn Gerhart in the semi-finals because of illness.

Gary Hammond won the 18-and-under boys' singles title by defeating Jim Black, 6-2, 6-4.

Gretchen Gerhart was rated the most improved player in the tournament.

Finals in the event were played at The Tennis Club.

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By Percy M. Whiteside

**SO MANY PEOPLE HAVE ASKED US WHAT WE THINK ABOUT THE TRAMWAY THAT WE HAVE DECIDED TO DEVOTE TODAY'S COLUMN TO THAT MOST SENSATIONAL SUBJECT**

**IN THE FIFTEEN YEARS SINCE FRANCES CROCKER WAS FIRST BITTEN BY THE TRAMWAY "BUG" AND ENLISTED THE AID OF EARL COFFMAN AND OTHER PIONEER VILLAGERS**

**IN GETTING PLANS STARTED AND STEERING THEM THRU LEGISLATIVE BODIES AND POLITICAL CIRCLES TO FINAL SUCCESS OVER MANY OBSTACLES AND DISAPPOINTING DELAYS THE VERY MENTION OF THE TRAMWAY HAS NEVER FAILED TO RESULT IN A DELUGE OF NATION-WIDE PALM SPRINGS PUBLICITY AND NOW THAT IT'S CONSTRUCTION IS ACTUALLY ASSURED THE EYES OF MILLIONS WILL WATCH WITH INTEREST**

**AS THEY DID DURING ERECTION OF THE EMPIRE STATE BUILDING HOOVER DAM SAN FRANCISCO BRIDGES AND OTHER GREAT MAN-MADE WONDERS OF THE WORLD**

**SINCE "OUR" TRAMWAY WILL BE THE LONGEST AND THE HIGHEST IN THE WORLD AND SINCE HUMAN NATURE MAKES MEN MARCH TOWARD THE BIGGEST — THE BEST — THE DEEPEST — THE TALLEST — ETC. — YOU CAN BE SURE NO WORLD-TRAVELER OR AMERICAN TOURIST WILL COME TO CALIFORNIA WITHOUT VISITING PALM SPRINGS TO TAKE THAT THRILLING SKY-HIGH RIDE WHICH DWARFS ALL OTHER SIMILAR ATTRACTIONS SUCH AS THE EIFFEL TOWER AND EMPIRE STATE BUILDING**

**BESIDES BEING THE HIGHEST AND STEEPEST MOUNTAIN RIDE FROM A STANDPOINT OF A MAN-MADE MACHINE PALM SPRING'S TRAMWAY OFFERS THE ADDED ADVANTAGE OF ONE OF THE WORLD'S GREATEST MOUNTAIN-TOP VIEWS FROM THE 10,831 FT. DOME OF MT. SAN JACINTO WHERE ONE CAN SEE MORE THAN 300 MILES IN CLEAR ATMOSPHERE INCLUDING THE SALTON SEA 216 FT. BELOW SEA LEVEL ON BEYOND TO MEXICO EAST TO THE SAN FRANCISCO PEAKS PAST GRAND CANYON NORTH TO MT. WHITNEY AND WEST OVER ALL PARTS OF SOUTHERN CALIFORNIA TO CATALINA ISLAND AND THE PACIFIC OCEAN**

**WITH UPWARDS OF A MILLION PEOPLE COMING TO CALIFORNIA EACH YEAR TO VIEW OUR MOST SPECTACULAR SCENERY IT IS CERTAIN THAT FEW WILL WANT TO MISS THE MOST MAGNIFICENT PANORAMA OF ALL ATOP MT. SAN JACINTO**

**SINCE THE TRAMWAY WILL HAVE A CAPACITY OF 54 PASSENGERS IN EACH OF ITS FOUR CARS AND CAN ACCOMMODATE 400 PERSONS AN HOUR FOR A ROUND-TRIP AND SINCE THE OPERATION OF SOME 30 SMALL TRAMS NOW EXISTING ELSEWHERE IN THE WORLD SHOWS SUMMER TO BE THE MOST POPULAR MONTHS EVEN EXCEEDING SNOW SPORTS**

**WE CAN READILY SEE THAT HAVING THE WORLD'S HIGHEST TRAMWAY AT PALM SPRINGS COULD CONCEIVABLY ATTRACT THOUSANDS MORE TO OUR FINE RESORT AND DOUBLE — TREBLE OR EVEN QUADRUPLE OUR HOTEL AND RETAIL BUSINESS BESIDES GIVING PROPERTY VALUES A FIRM FOUNDATION FOR ALL TIME TO COME**

**IN SHORT THE TRAMWAY IS THE GREATEST THING THAT COULD HAPPEN FOR PALM SPRINGS AND SHOULD HAVE THE UNITED SUPPORT OF ALL**

## The Printery

"In The Center"  
Next Door to The Desert Sun

**NOW... HOLIDAY**

**PRICED FAR LOWER THAN YOU THINK!**

Guess again! This striking Oldsmobile "88" Holiday Coupé brings you new "hardtop" luxury . . . at a new low price! Yet it's distinctively Oldsmobile—with all the new-for-'54 features you'd expect to find only on higher-priced models. Dramatically new panoramic windshield! Lower, sweep-cut body design! Longer, more rugged chassis! Livelier, more powerful "Rocket" Engine—the most spectacular performer in its class! Come in today—see and drive this smart new Holiday! Best of all, double-check its sensational low price! Once you do, you'll want to rocket away . . . in Oldsmobile's budget-priced "88" Holiday!

**'ROCKET' ENGINE**

# OLDSMOBILE

SEE AND DRIVE IT AT YOUR NEAREST OLDSMOBILE DEALER'S

## PLAZA MOTORS

182 EAST ARENAS ROAD PHONE 2534 and 5122

SEE US FOR "ROCKET" SPECIALS—SAFETY-TESTED USED CARS!

SEE US FOR "ROCKET" SPECIALS—SAFETY-TESTED USED CARS!



## El Mirador Ball Club Wins, 18-5

Palm Springs independent baseball team, now sponsored by El Mirador hotel, won its first game of the season Sunday.

**The Desert Sun—2b**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

day, 18 to 5 at Banning. Bill Russell and Bill Jones combined to pitch a four-hitter for El Mirador, while their teammates were pounding out 14 hits.

Manager Warren Linville and Jones, paced the team with three hits each.

El Mirador team will play this Sunday afternoon at the Palm Springs Polo Grounds, with Indio as the opponent.

The public is invited to the City Recreation Department sponsored event, with admission free.

## INDIANS PRESS ARABS, FINISH SECOND IN RCL

Palm Springs Indians gave Coachella high its toughest tussle in eight years but fell seven points shy of winning the annual Riverside County League track and field title.

The Arabs amassed 55 points while the local thincads counted up to 48.

The local Bee and Cee teams did not fare as well as the Varsity but their combined efforts were enough to put the Indians in second spot in the over-all meet total.

**COACHELLA TOOK** the Bee and Cee events, too, and wound up with a total of 158½ points. Palm Springs was second with a three-meet total of 92.9/10. Ferris was third, Hemet fourth, and the other four, Banning, Beaumont, San Jacinto and Elsinore trailed.

Palm Springs' half mile relay team of Alvin Harrison,

Jerald Egbert, Dave Manger and John Laster, smashed a 14-year-old league record by touring the distance in 1:32.7.

Willie Miller, Indian Bee sprinter, became the fourth man to share the 10.4 record in that division in the 199-yard dash.

Egbert of the Indians won the Varsity 100 in 10.2 but was nosed out in the 220.

**LARRY BRUTON** ran a strong race in the mile but was just a stride short and finished second.

John Laster took the 440 as expected, turning the quarter in 52.5.

Eugene Prieto, Indian freshman, turned in a surprising 3:28.7 in the 1320-yard run in the Bee division.

The summaries:

### VARSITY MEET

**BROADJUMP**—Won by Jackson (P), Yoxsimer (CV), Meek (SD), Skidmore (H), Laster (PS). Distance: 20' 9 1/8".

**SHOTPUT**—Won by Harrison (PS), Wallace (CV), Blocker (CV), Holland (H), Bonge (P). Distance: 43' 4 1/8".

**HIGHJUMP**—Won by Yates (P), Moore (PS), Lie for third among Rape (P), Clinton (PS). Height: 5'11 1/4".

**POLE VAULT**—Won by Fricker (H), 4-way tie for second among Moore (PS), Harris (P), McOsker (SD), and Roberts (CV). Height: 9'9".

**120 YD**—Won by Cotton (CV), Johnson (Ban), Morton (P), Tatten (CV), Chavez (CV). Time: 15.9.

**100 YD**—Won by Egbert (PS), Weeks (Ban), White (CV), Yoxsimer (CV), Harrison (PS). Time: 10.2.

**440 YD**—Won by Laster (PS), Chavez (CV), Fricker (H), Maddox (CV), Hulstrom (SD). Time: 52.5.

**880 YD**—Won by Olson (CV), Alvarez (H), Alvarez (CV), Salgado (E), McOsker (SD). Time: 2:05.3.

**120 YD**—Won by Cotton (CV), Skidmore (H), Grace (PS), Harris (P), Johnson (Ban). Time: 20.5.

**220 YD**—Won by Weeks (Ban), Egbert (PS), Dangier (CV), Roberts (CV), Honberger (P). Time: 4:49.2.

**880 YD**—Won by Palm Springs. (Harrison, Egbert, Manger, Laster). 2—Coachella. 3—Perris. 4—San Jacinto. Time: 1:32.7. (New RCL record. Old record of 1:34.7 set by Hemet in 1939).

**DIVISION TOTALS**: Coachella 55, Palm Springs 48, Ferris 25½, Hemet 20, Banning 14, San Jacinto 9½, Elsinore 7, Beaumont 0.

**INDIAN SCORING IN BEE MEET**: Crawford and Miller in 5-way tie for fifth in high jump.

Paul third in pole vault.

Miller first in 100 yard dash in 10.4s.

Terry fourth in 120 high hurdles.

Prieto first in 1320 in 3:28.7.

**INDIAN SCORING IN CEE MEET**: Nelson third in broad jump.

King third in shot put.

Nelson tied for third in pole vault.

Rowe tied for fifth in 120 yard low hurdles.

Haynes tied for first in 180 in 19.4s.

Relay team second in 440 event.

## Indian Mermen Meet Riverside

Palm Springs high school swimmers, winners over Redlands high school in their last outing, will travel to Riverside Tuesday to meet the strong swimming team there.

Coach Way Reynolds squad will have two more events following their Tuesday encounter with Riverside high school, the Citrus Belt League preliminaries at Chaffey high school on April 27, and the finals there on April 29.

## Rainiers Do All Right First Week

Seattle's Rainiers did all right in the first week of play in the Pacific Coast League.

Leaving Palm Springs a week ago Sunday they went to San Francisco where they took six out of seven from the Seals. They almost made it a sweep, winning their first six games.

This week the Rainiers are at Sacramento.

## Indio Nine Meets Villagers Sunday

Indio is scheduled to meet Palm Springs baseball team at the Polo grounds next Sunday at 2 p.m.

The next week the U.S. Marines are slated to play the local squad, also at the Polo Grounds.

The public is invited to the games, Howard Haddock said, and admission is free.

Later night games will be played at the Polo Grounds, Warren Linville, manager of the team said.

## DESERT SUN MODEL HOME Special Price \$36,500

3 bedrooms, 3 baths, 2 rooms paneled in mahogany. Western Holly built in stove garbage disposal, dishwasher, metal cabinets, double garage, sprinkler system, heated pool, yard, walled in.

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Commercial and Domestic Refrigeration Service  
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## Registration

Today Final Day for June 8 Vote

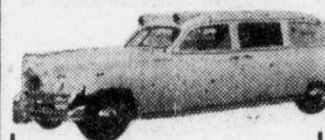
Today is the last chance to register for the June 8 primary.

les which will involve judicial district, county, state and national offices.

Voters may register with Miss Marjorie Hyde at 290 North Palm Canyon drive or at the city hall.

## Business Directory

• AMBULANCE SERVICE • BUILDERS SUPPLIES •



### AMBULANCE SERVICE

**WIEFELS & SON**  
666 Vella Road  
Phone 2977  
Palm Springs.

### DILL

### Lumber Co.

Stan Smith, Mgr.

Lumber and Building Supplies  
Hardware & Tools  
Sherwood Williams Paints  
691 Industrial Place  
Phones 2758 - 2759

### BUILDING SERVICES

### J&S Paving Co.

Asphalt Paving — Roads  
Driveways — Parking Areas  
Concrete Curbs, Walks, etc.  
Serving the Entire Desert Area at Reasonable Prices

**OFFICES and YARD**  
Highway 99 Below Cabazon

**SAM JANIS, Gen. Mgr.**  
Ph. Banning 4215 - Box 74

### Whitey's Cabinet Shop

Kitchen Cabinets  
Store & Market Fixtures  
**MADE TO ORDER**  
GARNET, CALIFORNIA  
Phone Desert Hot Springs  
4-2609  
R. B. WHITED

### FLOOR COVERING

Complete contract department for Hotels, Apartments, Motels and Commercial users. All major mills represented.

**Nick Naylor, Inc.**  
FLOOR COVERINGS  
45-297 Jackson Indio  
Phone 73871

Samples and Estimates to your home or office at no cost or obligation.

**ALSO AT RETAIL FOR THE HOME**  
CARPETS — RUGS

### For Information

Regarding Advertising in this Directory please Phone  
**THE DESERT SUN**  
2 2 4 9

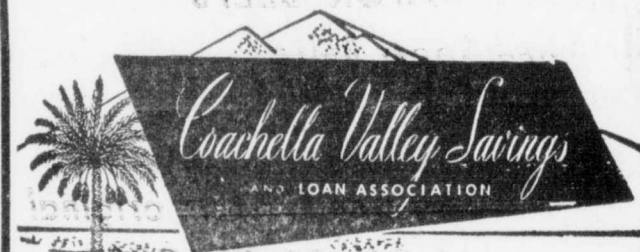
**Smart Way to GET AHEAD**

Earn Liberal Profits  
Enjoy Savings-Protection  
Have Money When Needed

Start A SAVINGS Program Today

Our Current Interest Rate **3 1/2%**

"Where Money Grows Faster"



176 S. Indian Avenue  
Phone  
Palm Springs 2954

45-149 Smurr Avenue  
Phone 7-3416 Indio

## Hogan Loses in Masters by One Stroke to Snead

Ben Hogan of Tamarisk missed out by one stroke of becoming the first golfer to win the Masters Tournament at Augusta, Ga., two years in a row.

In a play-off with Sam Snead he shot a 71 while Snead took a 70 to win the title. Each golfer was shooting to become a three-time winner of the event, both having two Masters' victories to their credit.

They ended the regulation 54 holes tied with 289s and played the extra 18 holes Monday.

The 289 was a high total for the Masters. In 1953 Hogan won the event with a 274.

Attorney and Mrs. J. C. Bra-shares and children, Jimmy and Suzanne, of Pasadena, will spend Easter with her parents Mr. and Mrs. Walter Yeaton of 460 Via Lola.



**WHEN YOU KNOW YOUR BEER ...it's bound to be Bud**

When it comes to beer, millions of people do "put all their eggs in one basket"...they always drink Budweiser. They know that no other beer can match the distinctive taste of Budweiser, brewed by the costliest process on Earth.

(Incidentally, Budweiser tastes wonderful with hard-boiled eggs!)

Enjoy

**Budweiser**

Leads All Beers in Sales Today ...and Through The Years!

ANHEUSER-BUSCH, INC.  
ST. LOUIS • NEWARK • LOS ANGELES



AN ENTIRELY NEW 161-HORSEPOWER V-8 and new ball-joint front wheel suspension combine to give you an effortless new kind of performance unique in the popular-price field.

Take Mercury's trial drive. See how much more you get for your money. You just can't beat this combination of power, handling ease—and economy!

**MERCURY**

IT PAYS TO OWN AMERICA'S FASTEST GROWING CAR

Don't miss the big television hit, "TOAST OF THE TOWN" with Ed Sullivan.

Sunday evening, 8:00 to 9:00 P.M., Station KNX-TV, Channel 2

**PALM SPRINGS LINCOLN-MERCURY COMPANY**

335 Sunny Dunes Road Palm Springs, Calif. Phone 2301--2052

For parties and home entertainment, take home handy, economical Budweiser quarts.



## P.O. Expansion Program Near

Palm Springs post office is included in a list of 15 county post offices to benefit by expansion projects if a measure now before the United States senate is successful. Senator Thomas Kuchel said last week. The Federal Public Building Act, designed to allow the federal government to finance public building through installment purchase, is scheduled for Senate debate this week.

Included in the county projects eligible for construction but held up because money has not been appropriated besides Palm Springs are post offices in Cathedral City and Palm Desert.



The Palm Springs Area Yearbook now on the stands has over forty pages of colorful desert pictures and maps and is one of the most colorful resort publications in the United States today. Twelve pages of the wildflowers of the West in full color has been recently added. The book tells the complete story of the Palm Springs Area.

## DIRECTORY

### Palm Springs and Desert Area Real Estate Firms

<b>PALM SPRINGS</b>	<b>Phone</b>
APPLEBAUM, DAVID	5555
326 S. Indian Ave	
BOGGESE, Incorporated	2971
Penthouse 31, The Plaza	
FOSTER, HERBERT H.	3553
101 N. Palm Canyon Dr.	
FULTON, MURIEL E.	2225
119 S. Palm Canyon Dr.	
GANNON REALTY CO	2772
711 N. Palm Canyon Dr.	
HAMMOND, JAMES	5373
875 N. Palm Canyon Dr.	
HARRY REID and	
RUSSELL WADE	2855
850 S. Palm Canyon Dr.	
HICKS, HAROLD J.	2736
813 N. Palm Canyon Dr.	
ISRAEL, ADOLPH	2981
671 N. Palm Canyon Dr.	
JAMES, MARTHA	2751
445 N. Palm Canyon Dr.	
MATHEWS, CHAS. J.	5308
180 S. Indian Ave.	
MILLER, FRANK W.	2929
428 N. Palm Canyon Dr.	
MUNHOLLAND & CO.	3673
1059 N. Palm Canyon Dr.	
NELSON, AMY	4627
227 N. Palm Canyon	
NICHOLS, CULVER	2182
861 N. Palm Canyon Dr.	
PALM SPRINGS REALTY CO	7708
711 N. Palm Canyon Dr.	
190 N. Sunrise Way	
PRESS, THERESA	5282 or
420 S. Indian Ave.	5691
RAY, TERRY	2064 or 5103
773 N. Palm Canyon Dr.	
ROCKS, MADGE O.	7375
P.O. Box 669	
SHEPHERD, PETER B.	2727
The Pioneer Realty Co.	
475 N. Palm Canyon Dr.	
VENGER, LOUIS	6060-5595
3775 N. Indian Ave.	
Mail Address P.O. Box 1447	
WEINSTEIN, RALPH	2884
256 1/2 S. Palm Canyon Dr.	
WILLIAMS, JOHN W.	3311
423 N. Palm Canyon Dr.	
WRIGHT, BILLY	5727
180 S. Indian Ave.	
<b>CATHEDRAL CITY</b>	
BILES, RUTH	8-4371
56 Glenn Street	
BLAKELEY, M. H.	8-4313
HILLERY, WILLARD R.	
JORGENSEN, E. M.	8-3417
48-574 Broadway	
LEWIS REALTY, Ann	85002
Formerly Ann Sloan Realty	
661 Broadway	
SHERRILL, R. H. "Bob"	
707 and 713 "D" St.	8-3543
<b>INDIO</b>	
STEPHENS CO.	7-7371
Lupine Ave at N. Jackson	
<b>THOUSAND PALMS</b>	
HAL CORNELIUS	393
<b>COACHELLA</b>	
RALPH L. STEPHENS CO.	85-205
<b>PALM DESERT</b>	
EDITH EDDY WARD	
Palm Desert	76-3431
ELLSWORTH, BOB	76-3741
P.O. Box 281	
<b>THUNDERBIRD AREA</b>	
BURKE, TONY	8-3391
Wonder Palms Road	
Palm Springs	
<b>RANCHO MIRAGE</b>	
EWART, ESTELLA C.	8-4203
<b>TAMARISK C. C. AREA</b>	
PALM VALLEY REALTY CO.	
Wonder Palms Rd. and	
Hiway 111	8-3481

## Cathedral City News

By Paul and Mildred Clark—Phone 8-4691

### Fire Protection

Additional fire protection for the Cathedral City Fire Protection District, which embraces the area between Date Palm drive on the east and Cathedral Canyon drive on the west, was announced at a meeting of the board of fire commissioners held Monday evening. Present were L. C. Lewis, president, and board members W. R. Hillery, Paul Clark and Vernon Krings, who is also assistant chief of the volunteers. Volunteer Fire Department Chief Nate Cohn and Allen Price, president of the volunteer firemen, were also in attendance.

Lewis reported that after several months of negotiation the county was leasing to the district on a dollar per year basis a 500 gallon fire truck and pumper. This equipment, while somewhat old so that it is not considered suitable for county-wide use, is in good workable condition for local service. The district will be responsible for the care and cost of maintenance. This truck will serve as stand-by and emergency equipment so that when the state forestry truck is called out there will be protection in case of a second fire. The commissioners authorized purchase of additional equipment for the volunteer fire department and complimented them on the efficiency of their organization.

Fire Chief Cohn thanked the commission for its support of the volunteers, and also voiced an appeal for recruits for the department. The men have a good club room at the fire hall, and meetings are held every Wednesday evening. Two meetings a month are used for actual practice with the equipment, and the other two for instruction. At present a state instructor is presenting valuable schooling each week. Anyone interested in joining the department is urged to contact Cohn at his Sunset Cottages, 543 Second street, or Krings and Price at the Chevron Service Station.

### Boy Scouts

Members of Cathedral City

Troop 81 Boy Scouts participated in what is known as a Survival Hike last Saturday and the preceding Saturday. The outing was conducted by Glen Huish of Palm Valley school, who is district chairman of the Scout Camp and Hike committee.

Scouts from Palm Springs, Thousand Palms and Desert Hot Springs made up the group. The boys were equipped with one canteen of water, one knife, one blanket, and food for one meal. A small group of boys preceded the main body and left slight signs, then the main group tracked them by means of the signs and foot prints for more than two miles.

An "injured" boy was left on the trail with a note detailing his injuries. The group who found him was required to give first aid and bandaging in accord with his supposed wounds. M. O. Woody and Russ Snyder accompanied the Cathedral City group who were: Mike Woody, Tom Larstead, Bobby Gordon, Michael Barkis, Ralph and John Flaherty, Dennis McNamara, Russell Humphrey, Skipper Madrid and Don Mayfield.

### Men's Food Sale

Not to be outdone by the women of the community, the Lions club has announced a cooked food sale with cakes and pies baked by the "loving" hands of the Lions themselves. Lion President Francis Wood says that the sale will be held all day Saturday, April 17 at Cordes Floor Covering Store, 650 Broadway. Lions club members signed a pledge at their meeting last week to personally prepare their offering, but murmurs of skepticism have been heard from many of the wives. A one-hour reel of colored motion pictures of a recent Mexican tour was presented by Lion Sam Arner. The pictures were outstanding, both in technique and choice of subjects. Arner spent nearly a year in Mexico and Central America recently filming the pictures and compiling data for lectures. The report of the nominating committee for officers for the ensuing Lions club year was

announced. Named were: president, Carl Jackson; first vice president, Carl Mayfield; second vice president, Ray Cook; secretary, William Hendrickson; treasurer, Jack Hillery; trail twister, Charles Martin; Lion tamer, Leo Shirley, and directors Robert Cordes and Brad Davis. Hold over directors are James Schultz and Charley Scherck.

### Enters Contest

Vernon Krings, operator of the Chevron station, has entered a sales contest with a first prize of a trip to New York for himself and Mrs. Krings. The contest, now under way among Chevron dealers of this area, runs through July. Prizes will go to dealers with the best sales record. Krings has operated his station here since 1948. He has been a director of the chamber of commerce for several years, is a member of the board of commissioners of the Cathedral City Fire Protection District, assistant chief of the Volunteer Fire Department and a member of the Lions club.

### Woman's Club

The last meeting of the season for the Cathedral City Woman's Club will be the installation of officers next Wednesday, April 21, at the Biltmore hotel in Palm Springs. Luncheon will be served in the Supper Club Room at 1 p.m. The installing officer will be County Federation President Mrs. A. M. Rowell. Officers to be installed are: Mrs. Clare Ballagh, president; Mrs. M. K. Gordon, vice president and program chair; Wilbur Larrison; corresponding secretary, Mrs. Herbert Henry; treasurer, Mrs. R. C. Mhoon; auditor, Mrs. Leslie Kelley, and parliamentary, Mrs. L. C. Lewis. Members are cordially invited to bring guests.

### New Business

Cathedral City will soon have a large new self service automatic laundry. Ground was broken last week by Mhoon & Mhoon, contractors, for the new building on Grove street just off of Broadway being especially erected for automatic laundry use by W. R. Hillery. Hillery said that a long lease has been taken on the building by Mr. and Mrs. William Hastings of Thousand Palms. The latest type automatic machines and large dryers are to be installed by the Hastings, and they expect to open for business about June 15.

### Sherrill C. C. Head

The new board of chamber of commerce directors last week elected officers for the year beginning May 1. Chosen were Robert H. Sherrill, manager and co-partner of the Cathedral City Development Company and Cathedral City Water Company, president; George Miller, owner and operator of Sunhaven Court, first vice president; George Beck, manager of Cathedral City branch of Desert Bank, second vice president, and Warner Moon, librarian, re-elected secretary. The new officers will take office at the May 4 monthly

meeting of the Chamber.

President Paul Clark said that about half of the necessary signatures on the petitions for the formation of a Community Services District had been secured. The directors of the Chamber are actively circulating the petitions and it is hoped and expected that all of the required number will be completed by the next meeting.

### Red Cross Record

Mrs. Thomas Powell, captain for the Cathedral City - Rancho Mirage district, has announced total receipts in the Red Cross fund drive of \$855, which is the

**The Desert Sun—3b**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

largest amount ever to be contributed in this area. Mrs. Powell gives credit to the following ladies who were active in the solicitation: Mmes. Jim Ramsey and David Van Netta in Rancho Mirage, and from Cathedral City Mmes. Vernon Krings, Harvey Peterson, Carol Waller, W. R. Hillery, William Schwartz, Paul Clark, Carl Mayfield, W. R. Hewitson, Gerald McManaman and Agnes Gould.

CALIFORNIA'S  
GREATEST OUTDOOR PLAY  
**RAMONA**  
presented  
EACH SATURDAY & SUNDAY  
AT 2:30 PM.  
APRIL 24-25 MAY 1-2 MAY 8-9  
in  
**Beautiful Ramona Bowl**  
HEMET  
With a Cast of Over 350 People  
RESERVED SEATS — \$2.40, \$1.80 and \$1.20  
Children under 12, 60c in \$1.20 sections only  
(including Tax)  
Write or Phone:  
RAMONA BOWL, HEMET 6111 or  
Any Mutual Ticket Agency for Reservations  
Given Each Spring  
By the People of Hemet and San Jacinto

**Palm Springs Biltmore**  
CALIFORNIA  
Where dining in the  
**GARDEN ROOM**  
is always a treat  
Select your own steak and watch it charcoal broiled  
SPECIAL DINNER MENU  
for the youngsters during Easter Week  
Entertainment at the Piano Bar  
SUPERIOR COCKTAILS  
**BILTMORE HOTEL**  
TEL. 2357 1000 INDIO ROAD  
Open the Year Around

## FLY WESTERN! Save days and dollars

Take your next trip on Western Air Lines and you'll get there in minutes instead of hours! Flights are fast... fares are low... and you'll enjoy the deluxe comfort of Western's big airliners. It's the modern way to travel!

Call Western at 2709 or Olman Travel Service, 2756

LAS VEGAS — 1 1/2 Hours!  
SAN FRANCISCO — 3 hours, 10 minutes via  
Western's DC-6Bs from Los Angeles!



## COOK with SUPER SPEED



New  
Westinghouse Champion  
SUPER COROX UNIT  
SPEED ELECTRIC RANGE WITH

GETS HOT INSTANTLY  
RED HOT IN 30 SECONDS



Betty Furness says...  
Get This \$2.50 Value  
Cooking Thermometer Set  
Only 88¢  
Limit 1 to a Customer

Small Down Payment  
Other Westinghouse Ranges as low as  
\$199.95... only \$1.99 per week

CALIFORNIA ELECTRIC POWER COMPANY

Displayed and  
Sold at all  
District Offices

Starting, Monday, April 12  
ROBERT, Ltd.

offers their first

## Store-Wide Savings

on the most distinctive

men's wear obtainable

anywhere in the world, at

Discounts from  
25 to 50%  
on ALL items

which includes:

Ballantyne of Scotland  
CASHMERE SWEATERS  
and SHIRTS

Cashmere and Wool HOSIERY  
imported from Great Britain

From Italy -  
ALLIGATOR BELTS  
and Sport Belts

All Jackman Custom original  
SPORT COATS, SLACKS  
LEISURE COATS  
and SHIRTS

All SPORT SHIRTS  
imported cottons, silks, wools  
and rayons

A wide selection of  
SWIM WEAR  
and swim accessories

SHOP NOW, AND  
TAKE ADVANTAGE OF  
THESE TREMENDOUS

## Pre-Easter Savings

## Robert Ltd.

Sunset Towers  
1103 N. Palm Canyon Drive  
Phone 2401



# The PUBLISHER'S Corner

by OLIVER B. JAYNES

**POLITICAL ADVERTISING** — Some of the political advertisements which appeared during the recent city election campaign, bring up the question of how far a newspaper should go in censoring advertising in this category. For the benefit of our readers, as well as candidates, we believe that a word of explanation is appropriate at this time.

We wish to make it clear at the outset that it is the policy of The Desert Sun to make its advertising columns available to all candidates or civic groups who wish to bring to the attention of the public, information which will be helpful to them in determining how to vote. We feel that the newspaper is an important medium through which voters can obtain information regarding candidates and issues. Advertising also helps focus attention on an election, and interests more people in voting, so we feel that political advertising serves a good purpose.

The big problem arises when it comes to the nature of the copy. It must be remembered that newspapers are held responsible for what is said in advertisements as well as the news or editorial columns. Some censorship is therefore necessary at times for the protection of the newspaper, if nothing else. While it is difficult to draw a line between what is acceptable and what is objectionable, some general rules can be applied. Copy should be informative and constructive. In the case of candidates we believe it to be to the best interest of all concerned that copy be limited to biographical facts, principles, aims and objectives and, in the case of incumbents, their records. In the case of advertising concerning bond issues, or constitutional or Charter amendments it should be permissible to point out what some group considers the good, as well as the bad, features of the proposals. It would be practically impossible for a newspaper to check on the validity of all statements made in such advertisements. We have to assume that they are made in good faith and that the readers get both sides of the arguments.

Two other requirements which we think are important in connection with political advertising are that it should be plainly marked "political advertising" and the name of the person or organization paying for such advertising should be signed to it. In the case of a group or association, the name of the president and secretary should be included. Take, for instance, a name like "The Taxpayers Protective Association." The name could be misleading to readers because the group might consist of only two or three people. Readers are entitled to know what sort of a group has sponsored the advertisement.

While on the subject of political advertising we would like to contradict the popular belief that newspapers "get fat" from this sort of business or are influenced by it. Political advertising constitutes about one-tenth of one percent of the annual advertising volume of most newspapers and it brings criticism upon them, oftentimes without justification. We believe that we are safe in saying that there are very few newspapers in this country whose support for a candidate could be obtained by political advertising. Political advertising means very little to the average newspaper. It is at best a little shot in the arm, which sometimes does the patient more harm than good.

We have decided that this newspaper will establish as definite a policy as possible regarding political advertising and hold firmly to it in the future. It will be based largely on the opinions stated above. Our policy will be explained to all those individuals or groups who wish to place political advertising in this newspaper hereafter. In so doing we believe that we will be serving the best interests of both the community and the candidates.

We might point out in closing that any opinions which we wish to express regarding candidates or issues will be contained in the editorial columns. During political campaigns we will run news stories concerning the candidates or proposals which we believe to be factual or which are quoted as statements made by the candidates. We believe this information will be helpful to our readers in making up their minds how they wish to vote. We do not believe that the average American voter is easily fooled. Just give them enough facts and they always seem to be able to come up with the right answer.

## Dennis, the Menace

By Ketchum



"TAKE MY WORD FOR IT! YOUR EASTER BASKET ISN'T UNDER THERE!"

## THIS SIDE OF THE SUN

By Phat

Things are looking up in town, But soon we'll all be looking down.

It's going to be nice when that tramway is built. Wipe your brow here on a hot summer day. Drive up to the tramway, get on, and in a few minutes relax amid the smell of pine trees and gaze out over the shimmering desert. And really look down on those who stayed below. That's for me. No strenuous hiking or swaying on a horse to get to the cool peaks. Just sit back and don't look down until at the top. So you won't become dizzy.

**CAN IMAGINE** the feelings of Earl Coffman and Francis Crocker. They never wavered in their belief that there would some day be a tramway to carry people from one climate to another in 12 minutes. There were a lot of skeptics and downright Doubting Thomases who said it would never be built. But it's surprising today, to learn how many people were sure the tramway would be built some day. "Never doubted it for a moment," said one man who last year said it was just a wild dream. In Monday's story of the Tramway, it was recounted that the idea grew when Crocker stood at a hot corner downtown and wishfully said: "Wouldn't it be nice if we could just get on a conveyance and be yanked to the top of the cool mountains."

**CROCKER'S COMPANION** on that day was Carl Barkow. The two were passing the time of day at Palm Canyon drive and Andreas road, as I remember hearing it. There was no Carnell building there then. Just a church with a fence around it and they were leaning on the fence. Barkow, who founded The Desert Sun on a hot August day in 1927, thought it was a good idea and wrote about it in a column he was conducting in those days. The Southern Pacific railroad company became interested. And for a while toyed with the idea of a cog railroad up Snow Creek from their nearby tracks. At least, that's the way I heard it. But they never got beyond the

toying stage. Which is a good thing for Palm Springs. Otherwise the start of the trip from Summer to Spring and Winter would be several miles from the heart of town.

**ALWAYS COME TO WORK** up Indian avenue. By doing so I go by Hutch Moseley's and Elmo Purnell's Market. And no matter if I'm late I get a lift. For the clock on their store always says 6:32. So even if I'm late, for a block I think I'm on time or early. That clock has said 6:32 as long as it has been there. Maybe it means something. Like the 8:20 on a jeweler's advertising clock sign. Speaking of time, it won't be long now. People who get up when the sun comes up, will be getting up an hour later. Daylight time comes in one

## Confident Living

by NORMAN VINCENT PEALE

### HOW TO LIVE AGAIN



In a seaport town on the Mediterranean, a man was defending himself against charges which had been brought against him. He looked up at the judge before whom the hearing was being held and, very earnestly asked: "Why should it be thought a thing incredible with you that God should raise the dead?"

That question was asked almost 1900 years ago in a town called Caesarea. The judge was a king named Agrippa; the prisoner was St. Paul. And St. Paul's question is one well worth asking at Eastertime.

Why on Easter? Because the message of Easter is that the dead do rise and that the resurrection we commemorate at this season is not only the resurrection of Jesus, but the rebirth possible to all of us. This exciting promise is very clearly stated in the Bible and it is expressed in words that are among the most resonant in that great Book: "I am the re-

week from 2 a.m. next Sunday morning. I'll warn you again in time about setting your clocks ahead an hour with appropriate comments on what I think of Daylight time.

**SPEAKING OF THE SUN**, I mean the one that comes out every day instead of Mondays and Thursdays. Mrs. Helen Morris of the Palm Springs Drug tells this one. Said her daughter came home the other week one day when we had those unusual clouds. And said that a man was standing on Palm Canyon drive complaining about the weather. "When will the sun ever shine here again," he moaned. Just then, said Mrs. Morris' daughter, it dawned on him. You readers of pocket book thrillers all know about Mickey Spillane. And you TV fans know about Jack Webb. Well, those two names met here last week. The police blotter carried a notation of a minor automobile collision between cars driven by Mickey Spillane and Mrs. Webb. No relation, of course, except that it happened on Friday.

**AND IN REBUTTAL** to a postcard this week in which I was referred to as the laziest man in town and the most adverse to physical effort, want to say that on January 20, or maybe it was the 21st, I watered our lawn. The reason I don't know exactly which day it was because it was either in 1951 or 1952.

surrection and the life; he that believeth in me, though he were dead, yet shall he live; and whosoever liveth and believeth in me shall never die."

Look outside and see how, each year, the fact of resurrection is demonstrated. It's spring again, not only for the trees, the grass, the flowers, but for the hearts of men as they respond to the loveliness of April. You begin to realize that death can be more than death of the body, that there is a living death that men rise from only by the miracle of resurrection.

Riding on the subway, on a bus, on a train, have you ever looked at the faces around you? Have you ever noticed how many of them seem gray and hopeless? And have you ever thought that yours may appear just the same way to those who look at you?

Too many of us are "zombies," walking dead. We have lost our faith, our hope, our belief in our great future. We go on by force of habit, but the zest of living has gone out of our hearts.

If that is your frame of mind at this season, you need to learn to live again. You need to experience resurrection. And the message of Easter is directed to you; its promise is a promise for you. It can be expressed in short and simple words: believe and live; believe and God will raise you from death to real life.

What is death anyway? We recognize death of the body by the absence of specific things: breathing, walking, talking, by lack of response and participation. We also recognize it by a lack of vitality, eagerness, enthusiasm, power, or faith. But aren't there many people able to breathe, walk, talk and move who haven't that second group of attributes? If you are one of them, actually how much different is it from being dead?

The miracle of Easter is the miracle of revitalization through faith. It is the casting off of fear and the taking on of hope. It is to cast out of your life old dead things and live with a glorious new spirit. It is seeing things in a bright new light as did a little girl who had to walk through a graveyard on her way home from school. "Aren't you afraid?" someone asked her. "Why, no," she replied. "That's the way home."

Make this Easter your Easter. Make it your personal Resurrection. Remember that He promised you: "Lo, I am with you always, even unto the end

## Museum Notes

The Desert Sun—4b and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, April 15, 1954

Friday, April 16 — 8 p.m. At Museum. Anthropology-Travel series: A group of films on the peoples and country of Alaska and British Columbia. Saturday, April 17—9:30 a.m. Field trip: To Pinyon Flat. Bring lunch and water. Saturday, April 17 — 8 p.m. Frances Stevens school. Guest-Lecture series: Prof. W. Scott Lewis, illustrated slides on "Beauties of the Mineral World."

Many a movie starlet is the kind of a girl you could take home to Mother—when Father isn't home.—Eagle.

Cold cash has a way of making the approach a little warmer.—Lexington (Ky.) Leader.

of the world." (Copyright 1954, Post-Hall Syndicate, Inc.)



## VICTOR Super-Quiet CUSTOM

It's 54% quieter! Victor's new Super-Quiet Custom adding machine adds, subtracts, multiplies, divides; automatically computes credit balance. 10-key and full-keyboard models, totaling capacity 11 or 9 columns, electric or hand operated. Try it—free!—in your own business!

**STOCKWELL and BINNEY**

Local Representatives: STEW TRUMBULL — Office Equipment and Supplies BILL HOUSEWRIGHT — District Manager Machines, Sales and Service

Phone 7-3357 or ZENITH 7440 (toll free) Write or wire 45-447 Jackson St. Indio, Calif.



The new 200-horsepower Buick Century Convertible—sleek, smart, spirited—and available in gorgeous new summer colors.

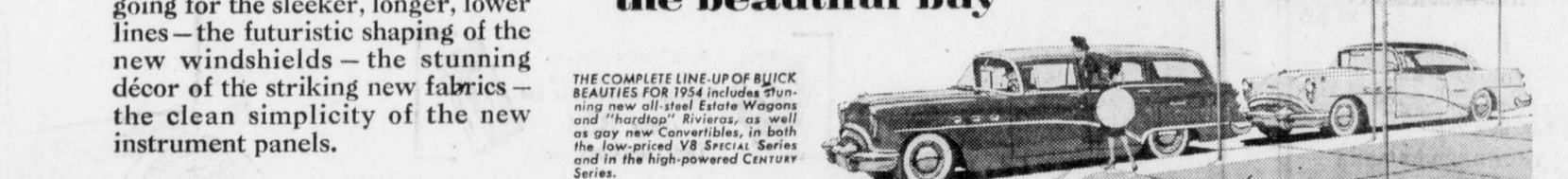
## We have a line the gals go for

(Have you seen our Spring Fashion Show?)

You can't fool the ladies when it comes to styling. From clothes and hemlines, to cars and color schemes—they insist on a fresh new look and a fresh new change—and anything else won't do. So it's easy to see why the gals—bless 'em!—have been going for Buick in a great big way—going for the glamorous modernity of these new-day automobiles ever since the first public showing a few short months ago. From the beginning, they've been going for the sleeker, longer, lower lines—the futuristic shaping of the new windshields—the stunning décor of the striking new fabrics—the clean simplicity of the new instrument panels.

But you ought to see how they go for the gay new car models in Buick's Spring Fashion Show! Fresh new Convertibles, Rivieras and Estate Wagons never before available—and in gorgeous new summer colors never shown before!

And you ought to see how they go—as the men certainly do—for the



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## Four Services on Easter Day at St. Paul's Church

The Feast of the Resurrection will be celebrated at St. Paul's in the Desert Episcopal church on Easter Day by three celebrations of the Holy Communion, and by a children's festival.

Duplicate services of a full Choral Eucharist will be held at 7 a.m. and 11 a.m. At these services St. Paul's choir, under the direction of Mr. and Mrs. Alex Hammond will sing the Oldroyd setting of the Holy Communion, and will sing as an anthem the "Hallelujah" from "Judas Maccabaeus" by G. F. Handel. The rector, the Rev. William A. Blondon Jr.,

will preach at these two services.

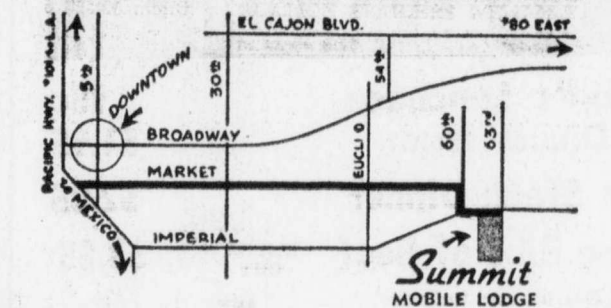
A simple celebration of the Holy Communion, accompanied by Easter Hymns will be held at 9 a.m. Mr. and Mrs. Hammond will sing a duet offertory at this service.

At 3:30 p.m. the traditional Children's Festival will be held in the church. All children, as well as friends and parents are invited to attend this service, at which time the Mite Boxes will be presented, and a floral cross built during the service. Children are requested to bring their mite boxes, and at least one flower. The Junior choir, under the direction of Mrs. William Mason will lead in the singing of the Easter hymns. The rector will give a sermonette: "Just Like a Tomb."

**The Desert Sun—5b**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

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## Local Adventist Church to Join in College Pageant

Members and friends of the Palm Springs Seventh-day Adventist church will join more than 3000 other Adventists at a special mission pageant which begins at 3:30 p.m. Saturday at La Sierra College, Arlington. Pastor Kenneth Smith announced today. The meeting scheduled for Cathedral City Town Hall in the Bible Prophecy Crusade series being conducted there is being cancelled for Saturday night only that all might attend this rally.

The mission pageant will feature Kata Rogosa, Solomon Islands chief who organized the famous Fuzzy Wuzzies, and saved the lives of scores of Allied servicemen during the recent war with Japan. Rogosa, who arrives in the United States today, is making his first public appearance at the mission pageant Saturday.

Also taking part in the mission program will be F. A. Mote, W. L. Pascoe, Herbert White and Eric Boehm, all missionaries from the South Pacific area. They will relate progress of Seventh-day Adventist work among natives once noted for their headhunting practices. Rogosa is president of the Western Solomon Islands Mission of the Seventh-day Adventist church. He has recently completed work on a translation of the entire Bible into the Marovo language for use throughout the South Pacific. This translation is being published in London by the British and Foreign Bible Society.

Music for the mission pageant will be provided by the King's Herald quartet by the Voice of Prophecy radio broadcast. Sponsor of the event is the South-eastern California Conference of Seventh-day Adventists.

**WALLET FOUND**  
Finding of a wallet containing identification of Franklin Knott Koerner was reported to police Tuesday morning by Leroy Chapdelaine, Cathedral City.

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## Modern Prophets Subject of Talk by Pastor Smith

Continuing the subject begun last Saturday, "Modern Prophets and Visions. Are They of God?" Pastor Kenneth Smith will discuss "Tests of a True Prophet" at Sabbath worship services of the Palm Springs Seventh-day Adventist church Saturday at 11:00.

Pastor Smith also announced that there will be no Bible lecture in the Town Hall Saturday evening but urged everyone interested to attend the missions pageant at La Sierra at 3:30 Saturday afternoon and 7:30 Saturday night. The Bible lectures will be resumed next Tuesday he said.

Mrs. Fay Wilson and her daughter Kay will provide special music for the worship service Saturday. They are from 29 Palms. Two laymen of the church, Henry Crossland and Marvin Henry will also take part in the service.

## Two Services at Cathedral City

Two services will be held Easter at Cathedral City Community church. Dr. Graham Hunter, pastor, announced Monday. The first will be at 9:30 a.m. and include all Sunday school classes.

The second service will begin at 11 a.m. and include special instrumental and vocal music. Dr. Hunter announced that all young people of the church are invited to a social event to be held Wednesday, April 21, at the Parish Hall. Mrs. Arthur DuVall will be hostess.

## Last in Sermon Series Sunday

Easter Sunday at 11 a.m. Dr. James H. Blackstone Jr., pastor of Community church, will conclude his series of sermons on "Men Who Met the Master." This talk will deal with the Apostle Paul, who was the last one that Christ met after His Resurrection. Duplicate services will be held at 9:30 and 11 o'clock in the morning. A nursery is provided for the care of small children during the morning services with a trained nurse in charge.

The high school Christian Endeavor will meet at 6:15 p.m. in the church parlors for a discussion.

## LDS Leaders to Hold Meeting Here Next Week

President Bruce R. McConkie of the First Council of Seventy and one of the General Authorities of the Church of Jesus Christ of Latter Day Saints, will speak here Thursday evening, April 22, at 7:30 at World Wars Memorial Hall.

Pres. McConkie is touring the California Mission of the church and is accompanied by Mission President B. L. Bunker and Sister La Paul Bunker. All Latter Day Saints of the San Geronimo district of the church are expected to attend the meeting.

## Easter Theme for Religious Lecture

Warner S. Moon will speak next Sunday night in the Religious Science series on the Easter Theme. The Sunday night lectures are held at the Youth Center on Belardo road and start at 8:15.



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## Sunrise Service at Palm Desert Easter Morning

Palm Desert Community church, Dr. P. Martin Baker, minister, will have charge of the Easter Sunrise Service which will be held on the grounds of the Shadow Mountain club on Easter Day at 5:30 a.m. Entrance will be by the double gates just north of the main entrance to the club. The setting will be about the fountain in front of the outdoor movie screen. Wives of the members of the board of trustees of the church will have charge of the flower arrangements with Mrs. William McLaughlin II as chairman.

Dr. Arthur G. Coons, president of Occidental College in Los Angeles will preach the Easter sermon.

Members of the Palm Springs Civic Chorus under the direction of Harry Tomlinson, their director and the organist at the Palm Desert Community church, will sing the Easter music.

Regular Easter services of the church will be held at the usual hour, 11 o'clock, with Dr. Baker preaching and the Children's choir singing.

The Easter offering will be as a moment "When the Desert Shares" with orphan children in Korea and other parts of the world.

## Freedom, Topic at Temple Isaiah Saturday Night

In honor of this festival of Passover which will be ushered in on Saturday evening Rabbi Arthur B. Lebowitz has chosen the topic of freedom, a principle so closely identified with this festival's story, and has entitled his sermon, "How Free Are You?", to be delivered during the Sabbath services tomorrow evening at 8:15 o'clock at Temple Isaiah of the Jewish Community Center.

The liturgical portions of the services will be conducted by the temple choir and directed by Harry Tomlinson. Christine Tomlinson is the organist and Evelyn Spikre soloist. Saturday morning services are held at 10 o'clock.

A discussion entitled "Do Men Live Again?" The junior high Christian Endeavor group will meet in the church at the same time with Dr. and Mrs. Blackstone in charge.

An interesting picture entitled "Journey Into Faith" will be shown at the 7:30 evening service.

The picture will deal with the two disciples that walked to Emmaus, a small town near Jerusalem, and who met the Master, who had just risen from the grave. This picture is a perfect finale to Eastern Sunday," said Dr. Blackstone.

## Jewish Center Passover Seder Tomorrow Night

The Jewish Community Center Seder which has now become a tradition in Palm Springs in the ushering in of the festival of Passover will be held this Saturday evening at 6:30 o'clock in the Temple auditorium. The excellent response for reservations is indicative of the dignified, warm and meaningful.

## Special Services Today, Friday, at St. Paul's Church

Today, Maundy Thursday, two celebrations of the Holy Communion will be held in St. Paul's church in honor of the institution of the Lord's Supper in a most reverent and joyful manner in which the Seder is conducted and so greatly enjoyed.

A Passover service will precede the Seder at 6 o'clock. Morning services are scheduled for Sunday and Monday at 10 o'clock.

The earlier service at 8 a.m. has been scheduled for the convenience of working people. The usual Thursday 10 a.m. service will also be held.

Tomorrow, being Good Friday, the traditional Three-Hour service will be held in the church between the hours of 12 noon and 3 p.m. People are invited to attend all or any portion of this service. The rector, the Rev. William A. Blondon Jr., will give a series of seven meditations, based on the last few hours of Christ's earthly life. The rector will be assisted by Francis Crocker, Mrs. Eileen Carey, Mrs. William Mason and Mr. and Mrs. Alex Hammond.

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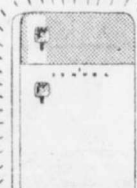


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**29.5 ACTUAL MILES PER GALLON**



## Teeing Off at Tamarisk

BY AVERY ALLEN

Big weekend at the Club as the girls took over for their Annual Club Championships, and I mean took over.

This gal, Alice Heffernan, won the Club Champ title for the second year running with an 85-82 for 167. Runner up, Gwen McIntyre, playing a beautiful game to lose by only six strokes.

Big luncheon and whining ding afterwards, and I guess every shot and every hole was played

back a few times. Nice to have such a big turn out. Ted Cadman seemed to enjoy handing out the prizes to the fairer sex. Beulah Sharpe was very happy with her prize which she took home much to the amazement of the good Colonel. The prize arrived with a pair of red pajamas and a bottle of Early Napoleon.

DEAN MARTIN dropped by for a quick practice round, and hit the ball real good. He played with Forrest Tucker who hits the ball just about a country mile.

Mrs. Wilson Atkins, recently crowned O'Donnell Champ, stopped by for a visit and a loop and was highly complimentary about our course and personnel.

Phil Waite has been over a couple of times—the kind of a

guy you like to have around. Brought Dave Beatty and John McCabe with him — all with pretty good road games. Harry Tompkins, vice president of Firestone Rubber, was in, and add to the same Rubber Co., the Leonard Firestones have returned — both playing good golf.

JOE MARGULEAS and Frank Heggblade down from San Francisco. Had a little go around against these boys and Pat Martin in a real ding dong thing.

Sophie and Red Bernstein have been down for a few days. He playing in the Tam Club Championships — both playing in the O'Donnell Tournament, and she playing in the Tam Women's Tournament this weekend. Lots of golf for these

kids, but they sure love it and stay fit.

The Joe Blumenfeld family are down for Easter week — seems good to see them around again.

Cookie Swift, New York City State Amateur Champion, played the course Sunday and had a lot of nice things to say about our greens.

Looking at her tee shot makes it easy to understand her being Champ in the Empire State.

NEW MEMBERS admitted this week were: Fred R. Mottle, Palm Springs, Calif.; Harry E. Gould, Greenworth, Connecticut; Al Tiger, Huntington Park, Calif.; Samuel W. Banowitz, Chicago, Illinois; and B. Gerald Cantor, Beverly Hills, Calif.

Some of our out-of-town guests this week were: Neil Wand, Detroit, Mich.; Mrs. E. H.

Blywise, Cleveland, Ohio; Shepard W. Baker, Hartford, Conn.; Stuart Moore, Oakland, Calif.; Robert H. Cutler, El Paso, Texas; R. H. Helwig, Toronto, Ontario, Canada; Mr. and Mrs. H. M. Riddle, Eastman, Pa.; C. M. Doty, Minneapolis, Minn.; Walter Park, Cheyenne, Wyo.; D. V.

## Today Last Day for State Taxes

Unless you have filed your state income tax returns, now is the time to do it.

After today, penalties will be assessed.

Single persons with incomes over \$2000 and married couples whose income is \$3500 or more, must file.

Cawley, Seattle, Wash.; Howard Sullivan, Detroit, Mich.; J. H. Oxman, Short Hills, N.J.; Kermit J. Moss, Stanford, Conn.; Louis Di Salle, Toledo, Ohio; and Mr. and Mrs. Harry L. Ross, Roslyn, N.Y.

The Desert Sun—6b  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

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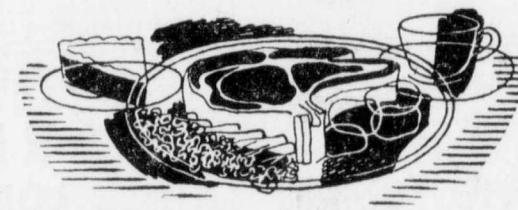
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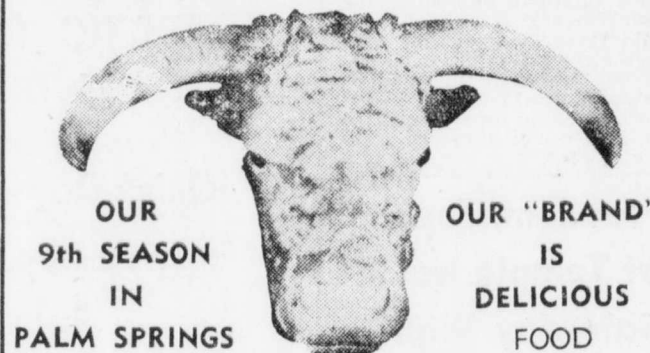
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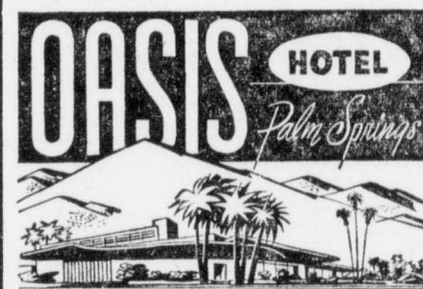
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## AROUND TOWN

With Hildy Crawford

The sun strikes gold on the desert with patches of wildflowers . . . and the snow caps on the mountains are diamond bright . . . Shop windows filled with Easter finery, pick up the colors of the dyed Easter eggs . . . and Palm Canyon drive is milling with vacationers . . . At night the lighted Cross, high on the mountainside, reminds of Easter Sunrise services . . .

Village matrons are buying Easter bonnets to wear to church on Sunday . . . and creating fantastic ones for the Mad Hatter Parade at The Tennis Club . . . Clubs and hotels are preparing for the Egg Hunts and Easter brunches . . . and with this summertime weather . . . this should be a memorable Easter in Palm Springs . . .

Easter Eve will find a very social crowd gathered at El Mirador for the Easter Festival and Dance . . . a benefit for Our Lady of Solitude . . . Music and dancing, a Mystery Bunny, and special entertainment . . . will bring a fashionable throng to El Mirador's pool area . . . Out at Thunderbird . . . in addition to the Egg Hunt, there will be a magician . . . and Velma Dawson (she used to be Edgar Bergen's partner) is staging a puppet show . . . At El Mirador there will be midnights in Bunny suits . . . as Palm Springs becomes an Easter Wonderland this weekend . . .

### Smart Affair

Nellis Hunt said, it is people that make a party . . . and she's partly right . . . but the Sunday night affair she and Al gave . . . was one of the smartest parties of the season . . . Spotlighted smoke trees and palm trees . . . and floating lily candles on the lighted pool . . . made their garden a glittering jewel in a starlit night . . . The guests gathered for cocktails and then ate a chuckwagon dinner of prime ribs and baked potatoes . . . and a quarter of fresh pineapple . . . at long tables, spread with red-and-white checked cloths . . . There were cowboy songs by Harold Tonne, singing to the accompaniment of his guitar . . .

The King and Queen of the Beaux Arts Ball . . . Ray Ryan and Lily Pons . . . arrived together . . . Lily leaves this week for Cleveland, where she opens in "Lucia" . . . Kay Spreckels was there . . . and Ed McCoubrey came with the dancer Mati Montrea . . . Helen and Jack Kenaston, Billie and Bob Kenaston, John and Gwen Costello . . . Monte and Bettye Herbert (Bettye had won another golf prize that day at Tamarisk), Dick and Edith Edwards, the Ed Fallgrens . . . The E. H. Robertsons, Elsinore Machris, Dorothy Gray . . . Howard and Kay Morris, the Sam Taylors, Owen Churchills . . . Frank Bogerts, Bill Boggers, the Ned Crawfords, Lee Anderson, Grace Pope, Mrs. Lester Selig . . . Billy and Vicki Malouf and their houseguests, the Ralph Hemphills, and the George Irwins . . . Dick and Natalie Fewel who have taken the Raymond Lowey house for a month . . . and quite a lot more . . .

### Twins Are Girls

Twin girls, Linda R. and Susan Louise, were born April 9 . . . to Nancy and Jim Fellsenthal of Highland Park, Illinois . . . Grandmother Louise Horner who with her husband Commander Maury Horner hurried back East for the event) writes . . . that the girls are not identical twins . . . but look like their older sister Jill . . . Louise says she and Maury already miss Palm Springs . . . and expect to be back next fall . . .

### Linger Late

Linger late at the Racquet Club . . . and it is sure to prove interesting . . . David Dyer, the handsome young baritone who is Sports Columnist Braven Dyer's son, dropped in with a party that included the very attractive Jean Smith . . . Yielding to urgent requests, David sang to Teddy Noell's divine music . . . "Stranger in Paradise" and "I Love Paris in the Springtime" . . . and it was pure magic . . . You can hear him at the Desert Inn's Easter ball tonight . . .

Also at the Racquet Club . . . the Eddie LeBarons and their houseguests Prince David Mdivani and his wife the former Virginia Sinclair . . . Ida Lupino and Howard Duff . . .

The reason the orchestra always plays "Blueberry Hill" when E. H. Robertson enters . . . is that the Robertsons' 60-acre estate in Ft. Worth is named that . . . and, from coast to coast, that is his theme song . . . The Robertsons were at the Racquet Club on the eve of their departure for Ft. Worth . . . on a quickie business trip . . . They will be back next week . . .

Making the rounds of the

## Identity of Easter Bunny is Mystery

One of the favorite guessing games in Palm Springs this week is the identity of the Mystery Easter Bunny. A well-known personality has been sporting himself or herself around the desert spa in a white plush Easter Bunny costume, including a face-covering paper mache headpiece.

The bunny's cavorting is all for sweet charity—namely, the Easter Festival and Dance sponsored by Our Lady of Solitude Catholic church at the El Mirador hotel Saturday, April 17 at 5 p.m.

The Mystery Bunny will be revealed when the right guess turns up at Saturday's event, one of the most colorful of the Palm Springs social season. With so many movie stars in town, guesses are already pouring in to Andrea Leeds Howard and E. Roy Fitzgerald, chairman and co-chairman, respectively, of the Easter fete, that the Mystery Bunny hails from movieville. The correct guess wins a very handsome gift.

## Soroptimist Club Hears About Africa

"The dark continent will come up into the light continent within the next ten years . . . either through Christianity or through Communism," Elsie M. Parris, mystery of the Long Beach bar, told Soroptimists Tuesday at their luncheon meeting in Chi Chi Blue Room.

Termining the Union of South Africa as "the hot spot of the world," the speaker told of the discrimination against colored people there and said "Not since Hitler have we seen anything like it."

Warning that in today's world Africa is very close to us, she brought a forceful plea for extending the hand of brotherhood. During the business session, which was conducted by Dr. Calista Stefan, club president, final arrangements were made for the annual three-day rummage sale which opens today at 1090 North Palm Canyon drive.

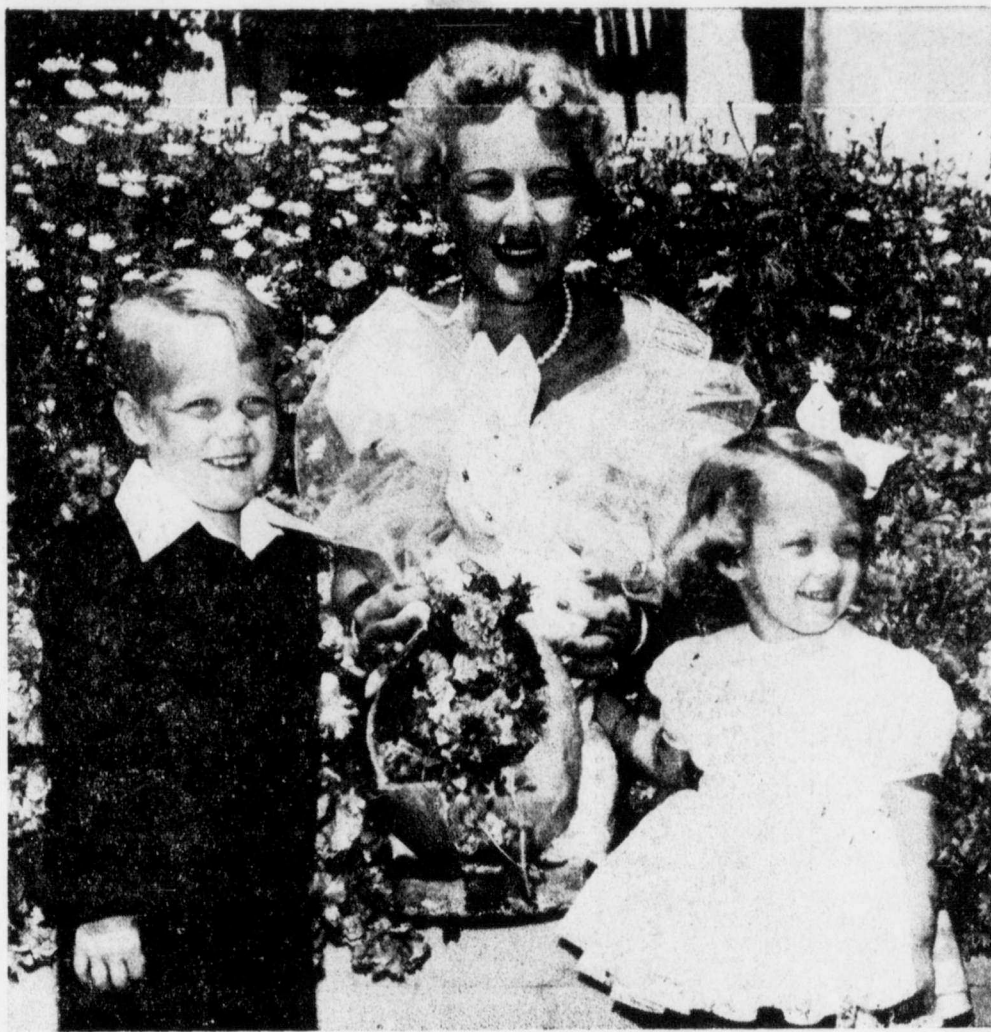
Madge Holderman and Lucille Johnson were elected to serve as alternates to Eileen Carey and Georgiana Raymond at the Regional conference to be held in Riverside weekend after next.

Children will flock to El Mirador like they did to the Pied Piper for the Easter Breakfast Egg Roll on Sunday.

The gay affair will be staged on the lawns from 9:30 to midday, with prizes galore. The grand prize will go to the youngster who finds the golden El Mirador egg.

Adding a gala atmosphere will be two burros dressed in Easter Bunny suits. Midgits will also don rabbit attire and hop around to delight the small fry.

For grown-ups Easter Brunch will be served in the Starlite Patio from mid-day.



(Anderson Photo) PINK GLORY — Some of the petunias that are a pink glory of bloom in front of El Mirador, contribute to this pre-Easter scene. Mrs. Kay Spreckels, a guest at El Mirador, is shown with her two children, Adolph Spreckels III, and Joan de Bretteville Spreckels.

## Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for listing.)

April 15 O.E.S. line officers party, Masonic Temple, 8 p.m. Easter Ball, Desert Inn.

April 17 Easter Festival, El Mirador, 5 p.m. 5th Annual Police Ball, H.S. gym.

April 18 Easter Sunday.

April 19 Air Force Reserve Unit, P.S. high school, 7:30 p.m. Palm Springs Woman's Club, clubhouse, 2 p.m.

April 20 Soroptimists, Chi Chi, 12:15 p.m. Kiwanis Club, El Mirador, noon.

American Legion Auxiliary, Wars Memorial Bldg., 8 p.m. Kiwanis dinner dance, Racquet Club, 7:30 p.m. Cahulla P-TA, school cafeteria, 7:30 p.m.

April 21 Rotary, Tennis Club, 12:10 p.m. Rotary Anns, Tennis Club, 12:10 p.m.

Jayceettes, 1052 Tamarisk, 8 p.m. 49er party at Thunderbird.

## Luncheon and Bridge Honors Mrs. Boland

Mrs. F. C. Dougherty was hostess at a bridge-luncheon on Tuesday honoring Mrs. Eldred Boland of San Francisco, who is staying at The Colony.

The luncheon in the Garden Room at the Racquet Club was followed by an afternoon of bridge at the Dougherty home. Guests included Mesdames Floyd Turner, Beatty McCullough, Horace Armstrong, Bruce Burritt, Spencer Grant and Hathaway Kemper.

Down from San Francisco for an 11-day visit at the Desert Inn are San Francisco County Assessor and Mrs. Russell L. Wolden and their children, Rusty and Stormy.

## Clubwomen End Season On Monday

Members of Palm Springs Woman's Club will meet at the clubhouse next Monday, April 19 at 2 p.m. This meeting is the last for the current season, and regular meetings will be resumed in November.

After the business session members will have an opportunity to hear Ann Shriver, well known lecturer, and author of the book "Success is in your Hands." She is a speaker with a different and fascinating message, and because of the interest her book has created club members are looking forward to a most informative talk.

Mrs. Foster Simonsen is chairman of the tea committee. She will have as her assistants Mesdames Albert H. Renier, Stanley Dougan, Harold N. Lie-

## San Franciscans Have Luncheon

A gathering of San Franciscans took place in the Gold dining room of Hotel the Oasis early this week with Mrs. C. E. Upham as hostess. Seated with her were Edna Logan, Mabel Reedy, June Ososke, Joan Arnold, Carol Upham and Everett Upham.

The hostess has been a guest at the hotel several times this season.

Guests at The Desert Inn from Friday to Monday were Sheila Graham, Hollywood columnist and radio commentator, with her husband, W. S. Wojtkiewicz, and her children, Wendy and Robbie Westbrook.

John F. Brill, William H. Eisenman, Lillian Agar and Miss Victoria Parsons. Mrs. Stanley Sarnecki will be in charge of the tea table and clubhouse decorations.

## Gwyneth Cobb is Bride of William Marcy of Buffalo

Exchanging wedding vows at the Palm Springs Community church, Gwyneth Butler Cobb and William Lake Marcy were married Saturday afternoon.

The attractive bride was wearing a Jacques Fath original of cocoa silk with sash of cocoa and pink satin, and a tiny hat fashioned of small pink velvet flowers, shaded by a circular cocoa veil. She wore a platinum diamond spray of flowers, gift of the bridegroom, and carried a small stylized bouquet of pink camellias.

Attending the bride as matron of honor was her cousin, Mrs. Raymond Jones of Glendale. Mr. Jones served as best man.

The newlyweds have flown to Mexico on a honeymoon trip before proceeding to Buffalo, New York where they will make their home. The bridegroom is a prominent Buffalo attorney and chairman of the board of directors for Hotel Statler Company Inc.

Mrs. Marcy is keeping her home here in Palm Springs at 859 Avenida de Los Olivos, which will be occupied by her mother Mrs. Clarence B. Fisher. The Marcys will probably be out for a visit this fall.



(Edward Canby Photo) ON MEXICAN HONEYMOON — Honeymooning in Mexico following their marriage on Saturday, are Mr. and Mrs. William Lake Marcy. She is the former Gwyneth Butler Cobb.

## Club Elects New Officers

Election of officers featured the last business meeting of the Palm Springs Business Women's Club for this season, held Monday night at the home of President Helen Morris.

Estelle Schiller was elected president for the 1954-55 season. President-elect Schiller's board consists of: first vice president, Mary Sullivan; second vice president, Tess Potter; treasurer, Jean Patane; recording secretary, Ruth Boston; corresponding secretary, Vivian Seiler; publicity, Betsy McKinney;

budget chairman, Lola Wacek; and board of directors are Edith Goldberg, Julie Easley. Retiring president, Helen Morris, with Mildred Veano and Louise Purnell are again chairmen of "Gaslight Gayeties."

A service tray was presented to Vera Langston as a housewarming gift, and refreshments were served.

At The Desert Inn for the weekend were Bates Booth, prominent Los Angeles attorney and socialite, with his two daughters, Pamela and Jan.

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(Anderson Photo)  
"O, A-HUNTING WE WILL GO" — A group of charming sub-debs are getting in readiness for the Easter Egg Hunt at The

Tennis Club on April 18, as Mrs. Morrie Smith and Mrs. Sam Taylor look on. The children are, left to right, Shelby Coffey, Vickie Kirk, Cynthia Kirk and Kathy Taylor.



(Edward Canby Photo)

**EASTER PREVIEW** — A preview of the forthcoming Annual Easter Egg Hunt and breakfast at the Desert Inn, these youngsters are holding some of the bunnies that will be awarded as prizes. They are, left to right, Lupe Valeur, Peter Talbot and Caroline Poliak.

## Guild Ends Season with "No Loss"

Palm Springs Playhouse Guild officials reported to First Nighters Tuesday night that the Guild has suffered no loss in its first year as sponsor of the Palm Springs Playhouse.

Addressing over 160 First Nighters, Mrs. John Lapp, treasurer, said that the Guild will wind up the season about 500 short of selling their goal of 1700 season tickets to the Palm Springs Playhouse. Commenting on this, Rex Hardy said, "While we have no backlog for a rainy day, we have suffered no loss."

Guild President, Mrs. John Luccarelli, thanked the patrons and patronesses for their support and expressed gratification with the year's accomplishments.

Director Michael Ferrall also thanked First Nighters for their wonderful support and the Guild for what it has done for the Playhouse. "A Guild like this is unique in theater annals," he said, adding, "An audience is what makes a theater and makes our work worthwhile."

Mayor Florian Boyd and several members of the Playhouse cast, Mary Foskett, Tim O'Connor, Phyllis Flax, were among the special guests at the dinner, which was the last of the season for the First Nighters.

Mayor Boyd spoke briefly congratulating the Guild on its work.

Mrs. Luccarelli introduced Guild directors, Mrs. Thomas Fleming, Mrs. Austin McManus, Mrs. Lapp and Rex Hardy, and also Mrs. Noble Banks who did so much preliminary work during the four years before the Guild was formed.

The First Nighter dinners, held each Tuesday night before the opening of a new play, have contributed much to the success of the season, officials said, as they expressed the hope that next season will be even better.

will have a Peter Rabbit party on Saturday from noon to 2 p.m., and husbands and wives have a round robin tennis tournament that day.

Easter Sunday starts off with an Easter Sunrise service at 6 a.m., with an Egg Hunt at 11, and the Easter Parade and water show at 2 p.m.

Last night the young people had a aquacade at the fabulous figure eight swimming pool.

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## Annual Rotary Honeymoon at The Desert Inn

The Desert Inn has been selected as the site of the 19th annual Rotary Honeymoon Party, a festive weekend celebration by approximately 125 members of Los Angeles Rotary Club and their wives, opening

with a poolside cocktail party at 6:30 o'clock on Friday evening, April 23, to be followed by a barbecue and dance.

Events scheduled for Saturday include a 7 a.m. Golfers' Breakfast in the Mexican Room for some 50 members who will play the adjacent fairways; a Ladies' Luncheon at noon in the De Anza Room, and a formal dinner dance on the tennis court at 8 o'clock, following a cocktail hour in the outdoor patio.

Climax to the annual fete will be the Prize Award Luncheon, slated for 1:30 o'clock on Sunday afternoon in the De Anza dining room, at which a full attendance of 250 is expected.

## Hotel Oasis is Mecca for Easter Week

Easter Week always finds Hotel the Oasis a mecca for Angeleno families and their youngsters. Many now coming have been spending Easter at the Oasis since they were just able to walk, and many learned to swim in that hotel's beautiful turquoise pool.

The McMahan family, a well known Southern California furniture establishment, has been assembling at the Oasis almost since the hotel first was built in Palm Springs. This week there are to be over 30 members of the family at the hotel including grandparents down to the tiniest of grandchildren.

Down from Seattle are Mr. and Mrs. Frank Dupar with two of their sons for the week. Mr. Dupar, a vice president of Western Hotels Inc., was chosen grandfather of the year by the Seattle papers and had the entire front page on that Sunday with his children and grandchildren.

Again sunning this week by the pool at the Oasis are the R. E. Spaldings and their two sons, who have been coming each year from Pasadena.

Joining the large group of returnees are Dr. and Mrs. Hand and two daughters, and Dr. and Mrs. Wagner and children all of San Francisco. Also representing San Francisco are Mr. and Mrs. Frank Paganini and family, Mr. and Mrs. Howard Patrick and family.

Others awaiting the Easter Bunny at the Oasis this week are: Mrs. E. L. Durrell and daughter, San Marino; Mr. and Mrs. John Hilton and family, Los Angeles; Mr. and Mrs. N. L. Storhow, Seattle; Mr. and Mrs. Julian Ganz Jr., Los Angeles; Mr. and Mrs. Edward Pazdur, East Chicago, Ind.; Mr. and Mrs. Murchie and son, Roseville, and others.

**The Desert Sun—2c**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

## SMC Plans Busy Weekend for Easter

Easter weekend calendar at Shadow Mountain Club is well-filled. For today there is the Junior Jamboree, from 10 to 4 p.m., a day jammed with

poolside events, lawn activities and special tournaments arranged by Lou Kuehner, recreational director.

This evening is the Rabbit Rally, a dinner dance for high school age group, with presentation of carnival awards.

The Bunny Ball tomorrow evening, starting with a seven o'clock dinner, is for "college cats" only.

Youngsters of four to eight

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(Anderson Photo)  
**A NIGHT IN SPAIN** — One of the most colorful spectacles ever witnessed in Palm Springs was the Beaux Arts Ball, which was presented at El Mirador with all the pomp and pageantry of the Mardi Gras. King Ray Ryan (wearing Mike

Romanoff's crown) and Queen Lily Pons in a Jacques Fath original, presided over the gala affair. Of all the gorgeous costumes, first prize went to the Roman couple, Miss Ada Hanley and Jack Long as Cleopatra and Mark Anthony. Second prize went to the Bull (Henry Norman) and the Golden

Matador Beverly Fretz. Third was awarded to Ernie and Taylor Dunlevie as the Black Spaniard and Black Matador. Other prize winners, not shown, were Vie Graves, whose elaborate head dress "The Green Goddess" was designed by her artist

husband O. E. L. Graves; Mr. and Mrs. William Reichel, she as the "Midnight Lady" and he as the Sultan; Terry Ray and Howard Palmer as peons; Ruth Bradley in a gold sequin costume with enormous head dress.

Mrs. N. O. Turner is back in her home at Las Flores Blancas recuperating after spending five weeks in the Glendale Sanatorium. Mr. Turner is retired district manager of Northern Division of Fox West Coast theaters.

Los Angeles socialites at The Desert Inn for the weekend included Mr. and Mrs. G. Everett Miller and their son, David; Mr. and Mrs. Montgomery Ross Fisher of Beverly Hills with Mr. and Mrs. J. B. Youngblood of San Bernardino.

## "Four Poster" Delights Audiences at Playhouse

"The Four Poster", which was selected as the closing production for Herb Rogers' Palm Springs Playhouse, is being acclaimed as top play of a highly successful season.

Helen Stenborg, leading lady, and Barnard Hughes, leading man, of the Playhouse company, are the entire cast. They fit into the roles as though the play had been written expressly for them, handling their characterizations with a delightful depth of perception.

The play, a comedy by Jan De Hartog, takes place in a bedroom with the four poster playing a prominent part in the story. The story, which covers a period from 1890 to 1938, is the charming delineation of a marriage. It opens on the wedding night and each scene covers a different period in their lives.

An appreciative audience filled the Playhouse to capacity on opening night and the play is expected to draw a crowd each night. Sunday night's show will close the Playhouse for the season.

Herb Rogers and his company will open in Highland Park, Illinois the first of June for the Summer months, returning here next year for their sixth season.

## Sidewalk Cafe Setting for Party

Mr. and Mrs. Edwin Fallgren were hosts to over fifty at a Saturday night cocktails and dinner at The Tennis Club. The Fallgrens reserved the entire "Sidewalk Cafe" for their group and the tables were cleverly decorated with manzanita boughs decked with red carnations.

In the party were the Fallgren's houseguests Dr. and Mrs. Reuben Larson of Los Angeles... the Joe Froggatts, Ralph Hemphills, Jack and Enor French... the Harold McAlisters, Mr. and Mrs. Randolph Christie (just back from an around the world trip), the Fred Albertsons, Eugene Kegleys, George Wheelers... Bill and Betty Bannerman, the Billy Maloufs, George Irwins, John and Gwen Costello... the Gordon Prentices, Owen Churchills, Dick and Edith Edwards... Tom and Theodora Fleming, the John McClures, Mr. and Mrs. Fred Barrows...

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## Garden Club Elects New Officers

The members of the Palm Springs Garden Club met at the ranch home, in Riverside, of charter members Mr. and Mrs. Harry Harper, former Villagers, last Saturday.

After a picnic lunch, and a walk around the ranch to see the lovely flowers, a business meeting was held on the terrace. The following officers were elected for the coming year: president, Mrs. Arthur Hoff; first vice-president, Rev. William Blondon; second vice-

president, Mrs. Clem Rogers; secretary, Gladys McClure, and treasurer, Arthur Hoff.

Mrs. Edward Maggard retains the title of librarian. The executive committee, in addition to the officers, will have as members Mrs. Frank Bennett, and Mr. Fay Brainard, retiring president, who is leaving for a five month tour of Europe with Mrs. Brainard.

The Garden Club will close a very active and worth-while season, with its May meeting, and is looking forward to carrying on its work of instigating, planning, and cooperating in City beautification, next season.

**The Desert Sun—3c**  
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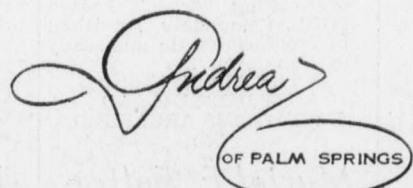
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### RADIO, TV, PHONO SERVICE

366 NO. PALM CANYON  
BREZIN'S PHONE 6015

### GARDENING & HOME CARE

THOROUGHLY RELIABLE  
MR. SMITH, PHONE 4361

### 24 Employ'm't Agencies

Maids, cook, housekeeper,  
Waitresses, bus boys

### SUMMER JOBS

Couples, cooks, kitchen  
DWYERS BUSINESS SERVICE

### 25 Situations Wanted

Locally employed man de-  
sires private home, motel or  
apartment, during summer  
months, in return for main-  
tenance. Married, no children.  
Furnish A-1 references. Mr.  
Schwarz, 2334 between 8-12  
a.m.

### EXPERIENCED and reliable

couple want working man-  
agement and maintenance,  
preferably year around. Box  
413, North Palm Springs.

### Situations Wanted 25

Typing Service  
Correspondence  
Invoicing Statements,  
Bookkeeping  
Reasonable Rates  
Phone 2622 - 4414

PAINTING, decorating, paper  
hanging. Very reasonable.  
Free estimates. Ph. 5850 eve-  
nings.

PAINTER — Interior and ex-  
terior. Free estimates. Reas-  
onable. Immediate service.  
Phone 7905.

CHAUFFEUR, young, licensed,  
can drive you anywhere,  
sight-seeing, short or long  
trips. Phone Alfred P.S. 3029.

Housework Wanted  
By the Hour.  
Phone 5787

FOR A  
DEPENDABLE BABY SITTER  
PHONE 3898

### Help Wanted 27

### Employment

### Service Agency

### SUMMER RESORTS

### INTERVIEWING

Chef, R&B ..... \$500 up  
3 cooks, on coast, R&B ..... \$15  
Desk clerk, beach, R&B ..... \$175  
Hostess, north, R&B ..... \$250  
Filipino crew, summer resort.  
Sandwich man, RB ..... \$11 day  
Roast cook, carver, R&B ..... \$12  
2nd cook, R&B ..... \$15 day  
Baker, R&B ..... \$16 day  
Pantry man, local R&B ..... \$275  
Hotel maids, summer resorts  
Waitresses, summer resort  
Filipino houseman, R&B ..... \$175  
Reservation clerk, mountains...  
Cook, woman, year 'round \$200  
Domestic positions open daily.

Ruth Sougey  
135 E. Andreas Road  
Phone 2901 Phone 2556

### Coachella Valley

### Employment Agency

IMMEDIATE EMPLOYMENT  
For couples, waitresses, maids  
hotel mgr. (woman), many  
others.

271 S. Indian Ave.  
Phone 2622  
or 4414

### WANTED

EXPERIENCED  
BODY AND FENDER MAN  
PALM SPRINGS

LINCOLN - MERCURY  
335 Sunny Dunes Road  
at South Palm Canyon

### MECHANIC

Chevrolet or General Motors  
See Mr. Benson  
STACK CHEVROLET  
Phone 2042

WOMEN — practical nurses  
needed. Earn \$8 - \$14 day.  
Age, experience, high school  
no barrier. I will help you  
qualify. Write P.O. Box 190,  
File B-3.

### SALESMAN

Experienced in Servel refriger-  
ators, air conditioning and  
appliances. Leads furnished.  
PAVNYS  
1001 S. Palm Canyon Drive

NEED immediately: Contractor  
to build addition on Palm  
Canyon Drive Hotel. Plans  
drawn and approved. Phone  
9053.

LADY alone wishes single woman  
as companion, house-  
keeper. Room, board, salary.  
Phone 4439.

WANTED for cash, 3 bedroom  
home. Must be bargain. Write  
Desert Sun, Box 190, File C-4.

GIRL: GENERAL housework,  
plain cooking, \$150 month.  
live in or out. Phone 3817.

### Bus. Opportunities 29

MODERN CAFE, equipment, liv-  
ing quarters, lease, full price  
\$6800, half down, balance  
easy. Reduced rent to Septem-  
ber 1st. Operate year 'round  
or less. Can serve 2 or 3  
meals daily, seats 80. Wonder-  
ful opportunity for couple or  
partners. Chaffing Dish, Palm  
Desert. Phone 76-2731.

CAFE: Fully equipped with  
living quarters. Business es-  
tablished. 1 1/5 acres of land.  
Double garage. W. E. Smart,  
P.O. Box 222, Blue Jay, Cal.  
Ph. Lake Arrowhead 3551.

OPPORTUNITY in well estab-  
lished hotel in good location,  
for couple, as partners or  
managers. Investment and  
references necessary. Write  
Box 190, File B-9.

TRAILER SALES MANAGER  
wanted to take complete  
charge of sales lot. Apply —  
PAVNYS TRAILER SALES  
1001 S. Palm Canyon Drive

FOR SALE — A REAL BUY!  
Desert Book Shop  
443 N. Palm Canyon Drive.  
Phone 5208

SMALL investment. Profitable  
year around business. Mrs.  
Taylor, Desert Farmers Mar-  
ket, 444 N. Palm Canyon Dr.

### Lots & Acreage 33

PALM CANYON drive frontage,  
runs 264 feet deep thru to  
frontage on Indian Ave., cen-  
tral location. \$37,500. Realtor  
Culver Nichols and Assoc., 861  
N. Palm Canyon Dr.

2 MOUNTAIN lots on Highway  
74 near Lake Hemet for year  
summer home. G. E. Cross,  
12047 Deana St., El Monte,  
California.

### Business & Financial 30

**HAVE CASH  
FOR FIRST  
OR SECOND  
TRUST DEEDS**

Peter B. Sheptenko

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Springs Drive  
Phone 2727

### Lots & Acreage 33

### SECTION LAND

with  
**OIL LEASE**

Joins N.E. corner of  
city limits. Excellent  
for rancho subdivision.  
**\$87.50 PER ACRE**

Bob Ellsworth

Palm Desert—P.O. Box 281  
Phone 76-3741

TEN ACRES, ten minutes from  
Post Office, \$8500. 440 foot  
frontage on Ramon Road.  
South-east corner of Section  
15. Buy through broker or  
owner. A. G. Nordholm, 419  
Griffith Way, Fresno.

5 ACRES on Ramon Road,  
across from Hidden Springs  
Clubhouse. Can subdivide.  
No reasonable offer refused.  
P.O. Box 130, Wrightwood,  
California.

2 CORNER lots near Tennis  
Club, 150x175 and 120x125.  
Inquire at Maloff's, 186 So.  
Palm Canyon Drive.

FREE late model Cadillac sed-  
an with purchase of fine  
building lot in Mesa tract.  
Call 3547.

R-1 LOT. Corner Camino Real  
and San Lucas. Owner, 1524  
San Lucas.

### For Sale or Exchange 34

For PALM SPRINGS or vicinity.  
Have income property Holly-  
wood Blvd. \$6000 yearly in-  
come. Leased to 1963. I will  
trade up or down, take back  
or assume. What have you?  
Call 7809.

3 UNIT CORNER, A BEAUTY!  
FIREPLACE, garbage disposal,  
tile, view, etc. Space for 8  
more units. 5 minute walk to  
Mayfair Market. Only \$19,000.  
Income \$280 per month. Low  
down or trade for Beverly  
Hills home. Phone 3029.

9 UNIT MOTEL, \$39,500 on  
coast to coast highway.  
Manhattan Beach, Calif. See  
Bob Dietrich, 180 S. Inrian  
Ave., Palm Springs. Ph. 5727.

DUPEX in Cathedral City, on  
year's lease. Bank appraisal  
\$10,500. Make offer. Write  
Desert Sun, Box 190, File B-4.

4 ROOM house, garage, half  
acre for sale or exchange.  
247 E. Barbour, Banning.

### Real Estate—For Sale 35

**\$5000 Down**  
INCOME triplex — completely  
furnished, modern. Three 1  
bedroom apartments each.  
Large corner lot. Cement  
block and tile roof construc-  
tion, steel sash and metal  
enameled kitchens. All have  
tub and shower. Laundry  
room. Everything rented.  
Must be sold because of ill-  
ness. Full price \$27,500, easy  
terms.

**\$4000 Down**  
2 BEDROOM modern, furnis-  
hed. Quality construction. Nice  
landscaping and sprinkling  
system. Garage. Full price  
\$17,500, easy terms.

A \$60,000 QUALITY HOME  
3 BEDROOMS, 2 baths, large  
lot. Fine swimming pool,  
completely walled, exclusive  
location. Furnished, \$40,000.  
With drapes and carpets  
only \$37,000. Good terms.

For Better Values in  
Real Estate see—  
**ADOLPH ISRAEL**  
REALTOR  
EXCLUSIVE AGENT  
671 N. Palm Canyon Drive  
Phone 2981

**Excellent Buy**  
2 BEDROOM, 2 bath home  
nicely furnished, on 120 foot  
lot fenced and landscaped.  
Full price \$22,500. Small  
down payment will handle.  
or will lease with option to  
buy. TV cable installed.  
See us regarding industrial  
properties

**John W. Williams**  
Realtor & Son

Associates ROSLYN LANG  
CLAUDE W. GOTTSBEHUT  
423 N. Palm Canyon Ph. 3311

3 Bedroom unfurnished DOLL  
HOUSE, beautiful draperies  
and carpets throughout. SEE  
to appreciate OPEN 425 Son-  
ora Road.

BY OWNER beautiful 3 bed-  
room, 2 bath home in Desert  
Palm Estates area. Floor til-  
ing throughout. Birch cabi-  
net in tiled kitchen, service  
porch, tile in both bathrooms,  
2 car garage, G-E remote  
control wiring system, nat-  
ural TV, lot 100x135. Enquire  
2285 Park Dr. or call 5629.

REDUCED to \$12,500, unfur-  
nished or \$14,500, furnished.  
3 bedrooms, 2 baths, 1 1/2 years  
old. Large corner lot. Phone  
5651 or 7527.

NEW 2 bedroom, 2 bath, with  
swimming pool, fenced yard.  
Fireplace, wall to wall car-  
peting, partially furnished, in-  
cluding kitchen and bed-  
rooms complete with linens,  
towels, etc. Yours for the  
sacrifice price of \$21,500. Im-  
mediate possession.

**GANNON  
REALTY**  
711 N. Palm Canyon Drive  
Phone 2772

**\$6900**  
MODERN two bedroom home  
in Rancho Vista Estates, As-  
phalt tile floors, aluminum  
windows. Large kitchen with  
dinette. Lot 100x95. Name  
your own terms. Owner, P.S.  
6035, 2 to 4 p.m.

TAHQUITZ RIVER ESTATES  
2 BEDROOM, den, large swim-  
ming pool, 2 car garage, TV  
in. Walled beautifully land-  
scaped lot. Will take lot, car,  
house trailer or trust deed as  
down payment. Phone 2727.

NEW HOME with complete  
asphalt tile floors, fireplace,  
outside barbecue, 100 ft. lot.  
SEE AND SUBMIT OFFER.  
1540 Mel Avenue Phone 3673.  
Eve. 4653.

REALTOR  
445 N. Palm Canyon Dr.  
2751 — Phone 5821

TAHQUITZ RIVER ESTATES  
2 BEDROOM, den, large swim-  
ming pool, 2 car garage, TV  
in. Walled beautifully land-  
scaped lot. Will take lot, car,  
house trailer or trust deed as  
down payment. Phone 2727.

NEW HOME with complete  
asphalt tile floors, fireplace,  
outside barbecue, 100 ft. lot.  
SEE AND SUBMIT OFFER.  
1540 Mel Avenue Phone 3673.  
Eve. 4653.

REALTOR  
445 N. Palm Canyon Dr.  
2751 — Phone 5821

TAHQUITZ RIVER ESTATES  
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ming pool, 2 car garage, TV  
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NEW HOME with complete  
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1540 Mel Avenue Phone 3673.  
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REALTOR  
445 N. Palm Canyon Dr.  
2751 — Phone 5821

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NEW HOME with complete  
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SEE AND SUBMIT OFFER.  
1540 Mel Avenue Phone 3673.  
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445 N. Palm Canyon Dr.  
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2 BEDROOM, den, large swim-  
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house trailer or trust deed as  
down payment. Phone 2727.

NEW HOME with complete  
asphalt tile floors, fireplace,  
outside barbecue, 100 ft. lot.  
SEE AND SUBMIT OFFER.  
1540 Mel Avenue Phone 3673.  
Eve. 4653.

### Real Estate—For Sale 35

### Amy Nelson

2 BEDROOM house on El Ala-  
meda. \$13,500. \$1500 down.

2 BEDROOM home, furnished.  
\$13,750. It's good!

2 BEDROOM home, new, mod-  
ern. \$12,000, good terms.

2 BEDROOM home. New. \$9,250.  
\$975 down.

3 BEDROOM, 3 1/2 bath, pool.  
It's deluxe. \$33,000.

4 BEDROOM, 4 bath deluxe.  
Barbecue, pool, furnished.  
Chino Mesa Estates. \$95,000.

8 APARTMENT building, pool.  
Room for more. \$38,500.

10 APARTMENT building, pool.  
Ideal location. \$75,000.

LOTS  
CHINO MESA lot 150x125. A  
bargain at \$4,500.

Desert Palm Estates  
100x100, \$4,250

Top location. Utilities all un-  
derground. \$3,500.

R-1 lot. 80x100, \$1,250.

Hot Palm Canyon Corner  
100x128. \$8400. Terms.

WE NEED LISTINGS  
**AMY NELSON**  
REAL ESTATE  
Associates  
Art Lee Caroline Marlin  
2277 N. Palm Canyon Ph. 4627

### NOW SEE THIS

Two bedroom furnished home.  
PLUS separate dinette

PLUS rumpus room with bar  
PLUS garage and sun deck

PLUS adequate cooling  
PLUS walls and landscaping

MINUS a good paint job  
That you can do

**\$11,500**

**H. H. FOSTER**  
REALTOR  
and Associates  
Don Peake - Ray Miller  
William May - Col Woodbridge  
101 N. Palm Canyon Drive  
Phone 3555 or 5169

### Wright-Mathews SPECIALS

A HOME and units in South  
end. \$3600 year income.  
Priced right. Call us or see  
your own broker.

2 BEDROOM home, outstand-  
ing value \$10,750. Tub and  
shower, hardwood floors,  
fireplace with heatolator.  
Very large lot nicely land-  
scaped. This is a bright,  
cheerful home worth seeing.  
Will consider small trailer in  
part exchange.

LARGE corner income lot in  
Joyce tract valued at \$12,000.  
Priced for quick sale, \$7500.

**Billy Wright**  
**Charles Mathews**  
ASSOCIATES  
Marion Mathews - Bob Dietrich  
180 S. INDIAN AVENUE  
Phone 5308 or 5727

### POOL

NEW 3 bedroom, 2 bath, with  
swimming pool, fenced yard.  
Fireplace, wall to wall car-  
peting, partially furnished, in-  
cluding kitchen and bed-  
rooms complete with linens,  
towels, etc. Yours for the  
sacrifice price of \$21,500. Im-  
mediate possession.

**\$4000**  
**UNDERPRICED**  
New 2 bedroom home  
2 really tiled baths  
New drapes and new carpets  
2 car garage  
Laundry and store room  
Paved circular driveway  
All the refinements of a home  
costing three times the price

Phone owner 5332 or  
Consult your Realtor

PARTIALLY furnished 3 bed-  
room, 2 bath home. Large lot,  
near schools. Only \$12,500.

**MARTHA JAMES**  
REALTOR  
445 N. Palm Canyon Dr.  
2751 — Phone 5821

TAHQUITZ RIVER ESTATES  
2 BEDROOM, den, large swim-  
ming pool, 2 car garage, TV  
in. Walled beautifully land-  
scaped lot. Will take lot, car,  
house trailer or trust deed as  
down payment. Phone 2727.

NEW HOME with complete  
asphalt tile floors, fireplace,  
outside barbecue, 100 ft. lot.  
SEE AND SUBMIT OFFER.  
1540 Mel Avenue Phone 3673.  
Eve. 4653.

REALTOR  
445 N. Palm Canyon Dr.  
2751 — Phone 5821

TAHQUITZ RIVER ESTATES  
2 BEDROOM, den, large swim-  
ming pool, 2 car garage, TV  
in. Walled beautifully land-  
scaped lot. Will take lot, car,  
house trailer or trust deed as  
down payment. Phone 2727.

NEW HOME with complete  
asphalt tile floors, fireplace,  
outside barbecue, 100 ft



# MORE PEOPLE READ DESERT SUN CLASSIFIED PAGES THAN ANY OTHER MEDIUM IN THE DESERT AREA

**The Desert Sun—5c**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

**Real Estate—For Sale 35**  
**PALM SPRINGS**

**PALM SPRINGS FOR CLIMATE**  
**HAROLD HICKS**  
FOR  
**REAL ESTATE**

For Over 30 Years

A REAL BARGAIN  
3 BEDROOM, 2 bath home. Unfurnished but includes floor covering and drapes. Heated swimming pool. Lot 100x102 walled and landscaped. All for:  
\$17,500

IN THE popular South Tahquitz River Estates, 3 bedroom, 2 bath home with large living room and dining area that overlooks the brick patio and swimming pool. Completely furnished. TV cable installed. 2 car garage. Large fenced and landscaped lot.  
\$29,500

IF IT'S FOR RENT OR  
IF IT'S FOR SALE...  
**HAROLD HICKS HAS IT**

**HAROLD HICKS**  
REALTOR  
813 North Palm Canyon Dr.  
Phone 2736

AND ASSOCIATES  
Mildred Jackson - Ray Baur  
Burnham Bigelow - Ken Herman

**\$9500**

2 BEDROOM home, good district, not leased land.

NEW 2 bedroom with view.  
\$13,900.

NEW 2 bedroom, 2 bath, 2 car garage. Flagstone fireplace and planter. Excellent location \$15,750.

**FRANK MILLER**  
Gordon Nicholson  
Mildred Potter  
428 N. Palm Canyon, Ph. 2929

Open 12 to 5 p.m.  
**CASH OUT!!**

1470 S. Calle Marcus

3 BEDROOMS, 3 baths. Beautifully furnished, 2 years old. Pool 18x22.  
Ph. Mr. Billings, 5689

THE BEST BUY in town in Estate home area. Walled, 135x135 foot lot, nicely landscaped. 3 bedrooms, 2 1/2 baths, rambling modern home, lge. rumpus room-den with huge fireplace. Radiant heating and cooling. 2 car garage. COMPLETELY AND BEAUTIFULLY FURNISHED. TV set. All for \$32,500. Phone 2182.

BY OWNER. Completely furnished 2 bedroom house. Double garage, wall to wall carpet, TV installed, completely walled, landscaped, 3 large olive trees, sprinkler system, bubblers. Move right in. Must be seen to appreciate. Priced \$15,900. Terms. Shown by appointment, call 5351.

MUST SELL! Beautiful owner built Tahquitz River Estate home, 3 years old; 2 bedrooms, large garage, 1 1/2 baths, Spanish tile, breezeway, patio, tile fountain, large lot, landscaped, sprinklers. Furnished \$18,000. 872 N. Riverside Drive.

**BOZE BUILDER**

NEW triplex, large corner lot, \$7500 cash and small monthly payments will handle. Ph. 5370.

BY OWNER  
2 BEDROOMS, 2 baths, large living room, fireplace, lanai, central heating and cooling. Completely walled, landscaped, 2 car garage. Will be sold below cost! Write Desert Sun, Box 190, File C-2.

BY OWNER: 2 bedroom, 2 bath modern, 2 1/2 baths, sundeck. Youngstown kitchen, unit heat, cooling system, 13x34 glassed in lanai. Lot 100x102. Beautiful view. Landscaped. \$23,500. Phone 3329.

2 BEDROOM home and guest house, completely furnished, ready to move in. Easy terms. Drive by now or consult your broker. Price reduced to \$16,500. 1052 E. Alameda. Phone 2689.

BY OWNER — 8 units. Ideal for operating investor with limited down payment, beautifully furnished, near Lone Palm and El Mirador. Phone 5385.

FOR  
**BETTER REALTY DEALS**  
SEE  
**ADOLPH ISRAEL, REALTOR**  
671 N. PALM CANYON DRIVE

2 BEDROOM all electric home, fireplace. Many features. Owner, 527 Calle Rolph.

DELUXE homes, \$11,500. \$1000 down. \$75 month. Indian at San Raphael Pl. Ph. 6218.

LARGE 2 bedroom home, furnished or unfurnished. Reasonably priced. Owner, 3359.

FURNISHED house in Upper Araby, 3 years old, \$13,500. \$5000 down. Call 7811.

**Estate—For Sale 35**  
**BALBOA**

For Sale or Rent  
2 MODERN stores, top location. Will remodel to suit. Consider some trade. Palm Springs 4052.

**BANNING**

LUXURY HOME on 1 1/4 acre, one of the most attractive homes in restricted district on high mesa with magnificent view overlooking entire San Geronimo Pass, easy access on paved road, 2 bedrooms, den, 1 1/2 baths, beamed ceiling in living room, 2 fireplaces, cheerful kitchen, solarium, swimming pool, lovely grounds, \$37,500. F. L. Stowell, Realtor, 1115 W. Ramsey, Banning.

BY OWNER  
2 BEDROOM furnished house, 4 years old. Nice landscaping. \$6000. 264 N. Cherry, Banning.

**CATHEDRAL CITY**

**Cathedral City Spring Specials**

8 UNIT court with plenty of room for six additional units. Well located. A real buy at \$31,500.

2 BEDROOM home, lovely view. Only \$8000.

CLOSE IN furnished cottage. Only \$3850 total price.

CLEAN little 3 room stucco with room for additional unit for \$6250, terms.

A LOVELY home, new, 2 bedroom and den on beautiful view lot, big fireplace, sliding glass doors, unusually good interior decorating, for \$17,500.

UNUSUAL desert home with large pool, furnished, secluded, view, at \$16,500.

40 ACRES with 1/4 mile frontage on Highway 111, with water, at less than \$1200 per acre.

**Clark Realty & Insurance Agency**

68-762 Broadway  
Cathedral City

**Cathedral City**

WE HAVE 1 and 2 bedroom modern homes, under construction, on large view lot. Priced from \$8500 to \$13,850. Low down payments can be arranged. Buy now and choose your colors, etc.

FURNISHED 2 bedroom frame home, approximately 1100 square feet, view lot 100x190 feet. Has automatic laundry, electric clothes dryer, deep freeze, beautiful refrigerator. Everything modern thru-out. Might leave blankets, linens, dishes, etc. And will sell with low down payment on full price of \$12,000. Better hurry!

BRAND new 1 bedroom modern home. Just reduced to \$7500, terms.

**Rancho Mirage**

2 BEDROOM home nearly new, lot 100x250, on highway 111. A deal with a future! Priced at \$11,500 for quick sale. Terms.

**Jorgensen Realty**

68-574 Broadway (Hiway 111)  
CATHEDRAL CITY  
Phone 8-3401 Home 8-4172

**Cathedral City**

Headquarters for Better BUYS

Guardian sale, 1 bedroom and screen porch, R-3 lot, close in. \$3250

3 Bedrooms, carpet, basement, artist view, extra lot also. \$8500

Original owner loses money. 2 bedrooms, 2 baths, sundeck. \$9750

2 bedrooms, furnished; guest room and bath; small rental, garage. Offer \$1500 down. \$11,000

LARGE 2 bedroom furnished and studio apartment rental. \$12,500

NEW 2 bedroom, garages, nice furniture, restricted view lot. Do not pass up this deal! \$13,950

BUSINESS or INCOME  
NICE corner rentals, close in facing 3 streets. Expand or divide in 4 parcels. Now \$17,000

7 UNITS, highway motel, Sell or submit trade for equity. of \$10,500

Other income to \$35,000  
Other homes \$7500 up

**RUTH BILES**

Realtor  
56 Glenn Cathedral City

**\$11,500**

2 BEDROOM stucco home, lots of brick, flagstone and glass. Furnished. Hardwood floors, fireplace, carport.

**OTTO REALTY**

830 Broadway Cathedral City

BY OWNER, lovely 2 bedroom home, patio, beautifully furnished and decorated. Will sell furnished or unfurnished. Priced to sell. Call 83641.

**Real Estate—For Sale 35**  
**CATHEDRAL CITY**

**Heated Pool Refrigerative**

**Cooling**  
**\$27,500**

**\$7500 below cost**

THIS HOME has everything. Lovely view, walled patio, large enclosed lanai, 2 bedrooms, 2 baths, fireplace, wall to wall carpeting and drapes. No expense spared in refinement of equipment and construction. Built only 1 1/2 years ago by the owner for a home. Business reasons compel moving. Shown by appointment only.

CLARK REALTY & INSURANCE AGENCY  
CATHEDRAL CITY  
68-762 Broadway Phone 8-4691

**Cathedral City**

FURNISHED and unfurnished homes \$8500 and up. Small down.

Choice lots and acre plots, \$1350 and up.

**George Boze**  
Associate of  
SHERILL REALTOR  
Phone 8-3534 Evenings 5370

ATTENTION  
4 UNIT money-making motel and 2 bedroom house. Center of fast growing community. Sale or will take house and cash Palm Springs or Cathedral City. Inquire Desert Paradise Motel, 29 Palms. Courtesy to brokers.

**DESERT HOT SPRINGS**

**B-Bar-H Ranch**  
and  
COUNTRY CLUB ESTATES  
SUPERLATIVE HOMES  
Only \$10,800

BUNGALOW BEAUTY, 3 bedrooms, 3 tile baths. Rent 2 bedrooms and live in one. The income will more than pay for the bungalow. Well constructed tile roof, fireplace and completely furnished. Club privileges, include swimming pool, tennis, dining room, cocktail lounge, recreation hall, stable facilities, television, etc. Easy terms arranged.

**DRIVE OUT**  
**\$150 Down**

SPACIOUS lots priced as low as \$1295. Large tracts abounding with palm and citrus trees surrounded by tamarisk trees, protecting the individual home sites. Water, electricity, telephone available. Drive north on Indian across Highway 99 to Dillon Road, follow signs to property. Repeat sale at clubhouse every day. Further information ph. Desert Hot Springs 4-2655 or write Box BB, Palm Springs.

**HANSON'S HEMET**  
"Make This A Must See"  
HEMET'S most beautiful 3 ACRE ESTATE GUEST Resort, 6 bedrooms, 5 1/2 tiled baths, living room lounge, 20x36, beamed ceilings, 4 fireplaces forced air heat, garbage disposal, outdoor patio, shade and fruit trees. Ideal year climate. Potential income \$1200 month plus living quarters. Brochure on request. Route 1, Box 392, Hemet, California.

**NORTH PALM SPRINGS**

\$6300 Duplex furnished apartment with guest house (3 units). Large lot, shade. If you can judge the value of a substantial building in the rough — see this property and make an offer. O. S. Dean, Box 421, 17279 Louise St., No. Palm Springs.

**RANCHO MIRAGE**

**TED SMITH**  
**Easter Specials**

OWNER LEAVING. Says "sell this weekend." 3 bedroom, 2 bath, rambling California ranch style home. Double closed garage. Patios, walls, many large trees. Excellent location on high view lot in Rancho Mirage. Offering this at the EXTRA SPECIAL PRICE of \$10,500 with terms.

LARGE 1 bedroom home, large living room and dining area and kitchen. Closed garage. Landscaped. Well built of pumice block on DUPLEX LOT with space for another unit. \$10,500 furnished. Owner very anxious — may take less.

**TED SMITH**  
REALTOR  
Oyster House Building  
Hiway 111, Rancho Mirage  
Phone Palm Springs 8-5022

**Real Estate—For Sale 35**  
**RANCHO MIRAGE**

OPEN DAILY 10-5  
71-388 Biskra Road  
\$16,900 — New hillside home, view overlooking valley and Thunderbird. Designed for year round living. Insulated, forced air heat, ducted cooling, electric dishwasher, garbage disposal, landscaped. Reasonable terms.

FURNISHED duplex, good location. Priced low at \$12,500, terms.

**Rancho Mirage**  
OFFICE  
Call Roy St. Leon P.S. 8-3881  
71-811 Hiway 111  
across from Post Office

**Adobe Hacienda**

2 BEDROOM furnished, fireplace, 1/2 acre lot, landscaped, walled patio, \$15,500, terms.

**Estella C. Ewart**  
71-384 Highway 111  
Rancho Mirage  
Phone 8-4203 or 8-3112

9 DELUXE units, 4 kitchens, 1/2 mile from Thunderbird, off Hiway 111. Heated and protected pool. 2 years old. Some trade. Phone P.S. 8-3238.

**GENERAL**

**Paradise**

BRING YOUR toothbrushes and move right in to this beautifully furnished 2 bedroom home across the street from Wonder Palms Hotel and Tamarisk Country Club. Gardening and maid services are available and the stunning view from this hour-long in the sun cottage on a 1/2 acre knoll will make you want to stay forever and all may be yours for only \$17,500.

**AMY NELSON**  
2277 N. Palm Canyon Ph. 4627

**LET'S TRADE**

Let us exchange  
What you have  
For what  
You want  
**Peter B. Sheptenko**  
THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

BRING IN YOUR TRADES  
Have clients in San Diego, Whittier, Los Angeles and Vallejo.  
Col. Ward Wooldridge, Realtor  
with H. H. Foster  
101 N. Palm Canyon Dr.  
Phone, 3555 - Residence, 9905

TAHUQUITZ RIVER ESTATES  
2 BEDROOM, den, large swimming pool, 2-car garage, TV in walled beautifully landscaped lot. Will take lot, car, house trailer or trust deed as down payment. Phone 2727.

MODERN 2 bedroom home, just redecorated, completely furnished. Only \$13,750. Will take lot, house trailer, boat, or trust deed as part payment. Phone 2727.

MODERN 13 unit apartment in Pasadena, income about \$11,300 for Palm Springs hotel. 8 to 15 rentals. Principals only. Write Box 190, File T-8.

NORTH Hollywood for Palm Springs, 3 bedroom. Write Scheidmeier, General Delivery, Desert Hot Springs.

**Real Estate Wanted 37**  
HAVE CLIENT who will consider trading his lovely, large, well built, fireproof home on 2 lots located in Altadena near the Country Club for a small hotel or rental units. Has 4 bedrooms, 3 bathrooms, spacious living room, dining room and kitchen, filtered swimming pool, beautifully landscaped. Please phone Mr. Parsons 2871 or 9037.

SPECULATOR will pay quick cash to \$150,000 for real estate. Give legal description and price. Mr. Black, Box 85, Palm Springs.

WANT Palm Springs house to \$30,000, lot down payment on house in exclusive Hollywood district. Ph. HO 5-7908.

FOR BEST RESULTS  
List Your Property  
With Adolph Israel  
Realtor, 671 N. Palm Canyon

**Listings Wanted**  
DON CAMERON, REALTOR  
P.S. 8-4932, Palm Desert 76-3961

**Business Rentals 38**  
FURNISHED home or business, Hiway 111 near Thunderbird. 4 bedrooms, 2 baths, living room 15x28. Phone 7634 or 7635

**Rooms for Rent 40**  
DESIRABLE, furnished, walking distance, private entrance and bath. Summer rates. Ph. 7080.

ROOM, private bath and entrance. Large heated pool. Call 5482.

ROOMS WITH PRIVATE ENTRANCE.  
PHONE 7722

ROOM AND BOARD in lovely home, for refined person. Close in. Phone 4414.

**Real Estate—For Sale 35**  
**GENERAL**

Catalina Trailer Court  
Large - Modern  
514 Morse St., Oceanside

**Exchanges 36**

**FOR TRADE**

INDUSTRIAL property, vacant, near Los Angeles Municipal Airport. Will trade for home in Palm Springs.

OWNER cannot use home. 3 bedrooms, 2 baths, large pool, rumpus room. Will trade for income property or 1ST Trust Deeds.

6 UNITS, 6 years old. Good income for only \$45,000. Will trade for similar property in coastal area.

**James Hammond**  
REALTOR  
875 N. Palm Canyon Dr.  
Ph. 5373  
Associates  
Esther P. Hammond  
Eve Morgan Lisa Jones

**AMY NELSON**  
EXCHANGES

2 BEDROOM and garage, Yucca Valley, for Palm Springs home or income.

5 year old 17 unit motel on Hiway 101, San Clemente. Want home or small income property, Palm Springs.

FURNISHED 4 apartment building, San Clemente, across street from pier and beach. \$45,000. Want Palm Springs.

FURNISHED 4 apartments and home, Palm Springs, trade for Long Beach home or income.

**AMY NELSON**  
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## STACK CHEVROLET O.K. USED CARS

- 1951 DODGE \$1295  
Coronet 4 door sedan. Automatic transmission. Radio, heater, beautiful seat covers. Original surf green paint, a beautiful car.
- 1949 PLYMOUTH \$895  
Club coupe. New paint, beautiful new seat covers, heater, spotlight, white side wall tires. A car that you will want—for this price!
- 1947 CHEVROLET \$595  
Convertible coupe. New top, new paint. Radio, heater. Car in tip top shape. A real bargain!
- 1947 PLYMOUTH \$545  
4 door sedan, new paint. A wonderful piece of transportation.

All cars sold on GMAC terms. — Up to 24 months to pay.

WE HAVE USED CARS FROM \$100 TO \$2000  
OPEN 8 A.M. to 9 P.M. — 7 Days a week.

## STACK CHEVROLET KORNER

NEW CARS & TRUCKS

694 So. Palm Canyon Drive — 330 Sunny Dunes Road  
Phone 2042

### Misc. for Sale 60

CHILDREN'S WESTERN BOOTS made by Acme — \$5.95, in sizes 8½ to 13.  
GEORGE RASMUSSEN  
Rasmussen's Saddlery  
1600 Chia Rd. at Rogers Ranch  
North end of Sunrise Way

\$25 FENCE lumber in sections ready to put up. Enough for fence six foot high by 72 feet long, almost new lumber. T. Graham, 121 E. Amado Road.

2 CHRYSLER Airtemp air conditioners, 5 horse power, 3 phase. Cost \$3400 each, sacrifice to settle estate, \$1200 each. Douglas 61730.

BOY'S Schwinn World bike, \$35. 21 inch Admiral console TV, \$160. 7th house on left on Clancy Lane, Rancho Mirage.

NEW Lennox oil fired furnace. 300 gallon drum. Cost wholesale \$650. Sell at \$250. 2390 Araby Drive.

20 GALLON automatic gas water heater. Good condition. See evenings at 523½ E. Andreas Road.

ELECTROLUX  
The cleaner you never have to empty. Sales and Service. Phone 6122.

GROWN OLEANDERS  
WILL TRANSPLANT  
PH. MR. SMITH 4361

### Used Cars for Sale 70

JAMES Motorcycle, English made. Less than 2500 miles. Price \$245. Phone 2639.

1941 NASH sedan, \$125. Del Tahquitz Hotel, 316 S. Palm Canyon Drive.

## SAFE BUY USED CARS

- ½ Ton Pick-up  
1951 Ford. Radio, heater. Very clean!  
\$875
- 1950 FORD  
2 door sedan, jet black with new white side wall tires. Overdrive, radio, heater, spotlight. Colorful plastic seat covers.  
\$995

## 1948 PLYMOUTH

Club coupe. Radio, heater. Very clean!  
\$495

All cars sold  
on low downs

## Palm Springs Lincoln-Mercury

335 Sunny Dunes Road  
at South Palm Canyon  
Phone 2301 Phone 2052

1950 G.M.C. Suburban  
Low mileage, one owner, very clean!  
\$895  
G.M.A.C. Terms

## PLAZA MOTORS

CADILLAC & OLDSMOBILE  
DEALER  
182 E. Arenas Road  
Phone 5122

## New 1953 Oldsmobile 88

Convertible. Fully equipped. Better see this one!

## PLAZA MOTORS

CADILLAC & OLDSMOBILE  
DEALER  
182 E. Arenas Road  
Phone 5122

1950 CHEVROLET convertible coupe, 28,000 miles, \$995 for real estate equity or lot or house trailer. 579 Calle Abroña, Apartment B.

1953 JAGUAR Mark VII. Radio and heater. White wall tires. Low mileage. Perfect condition. See Al Gardiner, 207 N. Palm Canyon, Ph. 4384.

1948 STUDEBAKER Champion convertible, new top, good condition, \$95 down, \$495 full price. Phone 6266.

## Bekins Family Weekend Here

Among those weekendng at The Desert Inn were Mr. and Mrs. Milo W. Bekins of Los Angeles for a family reunion. With them at their cottage were Mr. and Mrs. Milo W. Bekins Jr. and their small son, Milo William III, who is known as "Billy"; their daughter and son-in-law, Mr. and Mrs. R. H. Daum with their daughters, Victoria and Nancy, another daughter and son-in-law, Mr. and Mrs. Charles Pottier and daughter, Andrea, from Darien, Connecticut.

Mr. and Mrs. Sheldon McHenry (of Tall O' the Cock and Bantam Cock) and Mr. and Mrs. Bob Anderson (of Beverly Gourmet) are Racquet Clubbing.

### Used Cars for Sale 70

MULTI-SEAL 1949 DeSoto custom convertible, 120000 miles, 4 door, sedan, trade and terms. 314 N. Indian.

1947 CADILLAC convertible, new top. Electric windows and top, radio, heater \$695. Phone 5365.

1947 CHEVROLET club coupe. New paint and seat covers. \$425. Really good. 1371 San Lucas.

1947 DESOTO convertible. Excellent condition. New top. \$425. Lazy "C" Ranch. Phone 6373.

REAL GOOD buy. A 4 door '49 Cadillac, life guard tubes \$1350. Call 3547.

PONTIAC, 1948, 2 door. Original owner. A-1 shape. \$495. Phone 2621.

1951 SPECIAL Buick, excellent condition, \$1295. Can be seen at Steak Ranch.

### Automobiles Wanted 71

51 or 52 — 62 model Cadillac in good condition. Must be reasonable. Cash. Write Box 190, File B-10.

### Automobile Service 72

## HERTZ

## U-Drive Cars

Day or weekly rates  
182 E. ARENAS ROAD  
PHONE 5122

## Auto Repairs

Prices below Los Angeles. Job guaranteed. Parkwood Shell Station, Cathedral City. Phone 8-5342

## Announce Winning Entries Americanism Essay Contest

Winners in the annual Americanism essay contest, sponsored by Owen Coffman Unit No. 519, American Legion Auxiliary, were announced today.

Kenny Reich is the winner in the senior high school division, with Kay Sokolsky taking second place, and Marilyn Mills third. The subject title: "What Are Our Inalienable Rights?"

In the intermediate division, for students of the seventh, eighth and ninth grades, the topic was "Our American Privileges and Responsibilities." Winner in this group is Donivee Ellison, placing second was Diana Stimac, and Kathy Seales third.

The subject title for the elementary schools was "What the Pledge of Allegiance Means to Me." Becky McGrew wrote the winning essay. Second and third places went to Marilee Morris and Wendy Taylor, respectively.

364 essays were written by students in the Palm Springs high school, Nellie N. Coffman junior high, Cahulla, Katherine Finchy and Cathedral City elementary schools, and the St. Theresa school.

Mrs. Paul Summit, Mrs. Warren Slaughter and Warren Linville were the judges for the

senior and junior high schools. Mrs. Jack Sanders served in place of Mr. Linville as a judge for the elementary schools. High praise was expressed by the judges for the quality of many of the essays submitted.

The three winning essays of each group will be entered in the 21st District (Riverside and Orange counties) contest, the winners to be sent on to the Department contest. The American Legion Auxiliary, Department of California, makes the following awards in the senior high division — first prize, a \$1,000 scholarship in any accredited college or university. Second prize \$250.

The local contest was under the direction of Mrs. Naomi Mitchell, chairman of the Auxiliary's Americanism program.

Marian Lienau, Unit president, commented on the excellent cooperation and interest shown by the teachers, students, and judges, in this Americanism project. The three students have been invited to read their winning essays to Auxiliary members and guests at the regular meeting of the Unit, next Tuesday evening at the Wars Memorial building, at 8 o'clock. The judges have also been invited to be guests at that meeting.

## Sinatra Hosts at Beachcomber Dinner Party

Frank Sinatra gave a dinner party at Don the Beachcomber Sunday night. In his party were Susan Zannuck, Julie Stine, Dick Steenberg, Judy Garland, Sid Luft, Mona Freeman, Bob Neal, Judith Barrett and Tommy Noonan.

Bill and Mousie Powell were dining with Mr. and Mrs. Richard Barthelmess, and the Richard and Snidemanns were with Phil Harris and Alice Faye.

Harold Maundrell was host at a farewell dinner for the Concor Blackwoods of San Francisco.

Among other Beachcomber diners recent nights have been the Bill Hollingsworths, Bob and Andrea Howard, Dr. and Mrs. Henry Jaffe, Edgar Kaufmann, Lucille Ball and Desi Arnaz, Mr. and Mrs. Charles Winninger, the Rudolph Frimls, Prince David Mdiani and his wife Virginia, Howard Duff and Ida Lupino, Wendell Martin and Robert Fisher.

Also Mrs. June Linnard of the Linnard hotels, Eddie Myerson and Hilda Talbot, Dick and Natalie Fewel, the Sanford Adlers, and Joan Miller, who will play a prominent role in "The Egyptian."

## Floridians Pay Village Visit

Mr. and Mrs. Chris Keagy and Mr. and Mrs. Wilbur Krotz of Ft. Lauderdale, Florida, have left after spending a few days at Thunderbird.

The two couples are friends of the John F. Coultons (she was Nancy Jaynes) and did the town while they were here. They were Saturday night dinner dancing at the Racquet Club.

**The Desert Sun—6c**  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, April 15, 1954

## DO YOU NEED MONEY?

Borrow on your property  
Paid for or not

ONE DAY SERVICE

## SUPERIOR

MORTGAGE CO.  
884 N. Palm Canyon Drive  
PHONE 2794

## LET US FENCE YOU IN

## The Redwood Center

FOREMOST WITH THE FINEST IN FENCES

No Down Payment . . . 3 Years to Pay

Give character to your home

Protect your privacy.

Safeguard your children and pets.

Enhance the charm of your patio.

DISTINCTIVE REDWOOD FENCES  
WIRE FENCES BLOCK FENCES

## Redwood Empire Products Co.

66-490 Highway 111

Palm Springs

PHONE P.S. 2674

—Redwood Specialists for 30 Years—

# RARE OPPORTUNITY OFFERED IN SALE OF DATE-GRAPE and CITRUS RANCH

Ranch consists of 55 acres located near Thunderbird Ranch and Country Club. Under full cultivation of grapes, date bearing trees and citrus fruits. Completely equipped for proper maintenance, cultivation and irrigation. Under proper management the ranch can be a profit making enterprise. Plenty of water — one water well on property, also share in a community well.

### COMPLETE PRIVACY FOR OWNER

Secluded with complete privacy for owner and in an environment for care-free desert living. Situated on the property is a seven room residence, a caretaker's house and accommodation for additional agricultural help.



### DEVELOPMENT POSSIBILITIES

This land lends itself to easy subdivision and such possibilities are extremely good now.

### LOWEST ACREAGE PRICE

Reduced to \$2500 per acre for a total of \$137,500. Will accept home in Palm Springs as part of transaction.

This is a real buy and must be seen to appreciate its value

## SEE YOUR BROKER

or write WM. F. REICHEL  
EL MIRADOR HOTEL — PALM SPRINGS  
Ranch Telephone 8-3115



## "Get in on BIRDSEYE FROZEN FOOD SALE at VILLAGE MARKET"

says the Easter Bunny

The Birdseye name means QUALITY

Now look at these VALUES:

## QUALITY POULTRY!

Fresh from Yucaipa Farms

**BROILERS 59¢ lb**

ready to broil or barbecue;  
Young tender broilers split in two,

**HAM BUTT ENDS 69¢ lb**

**HAM SHANK ENDS 49¢ lb**

**U.S. CHOICE RUMP ROAST 65¢ lb**

**SWIFT'S — ORIOLE SLICED BACON 67¢ lb**



**LIBBY — 1-lb., 4-oz. CRUSHED PINEAPPLE 26¢**

**BAKER'S — 6-oz. CHOCOLATE CHIPS 23¢**

**MONARCH — 46-oz. GRAPEFRUIT JUICE 29¢**

**BIRDSEYE Peas -- 10-oz. 2 for 29¢**

(1 box equals 2-lbs. Peas in Pod!)

**BIRDSEYE — 10-oz. Cut Corn 2 for 35¢**

**BIRDSEYE — 11-oz. Chopped Spinach 2 for 35¢**

**BIRDSEYE — 10-oz. Leaf Spinach 2 for 35¢**

**BIRDSEYE — 10-oz. Succotash 19¢**

**BIRDSEYE Chicken Pie! 35c each or 3 for \$1**

We carry a complete line of  
PASSOVER FOODS  
Matzos (Matzo Meal, Potato Starch, etc.)

**FARM FRESH PRODUCE ROMAINE 5c ea.**

**Zucchini or Summer Squash 15¢ CARROTS 2 bun. 15c**

**ERLANDS — 2-oz. Mushrooms 2 for 29¢**

**BRENTWOOD Ice Cream Half Gallon 79¢**

Specials Thurs., Fri., Sat., Sun., April 15-16-17-18

## Frieda Schroeder Cakes

ALWAYS IN STOCK

We Reserve the Right to Limit

WEEK DAYS

9:00 A.M. to 8:00 P.M.

SUNDAYS

9:00 A.M. to 6:00 P.M.



ALL ADVERTISED ITEMS SUBJECT TO STOCK ON HAND

441 So. Palm Canyon Drive

Phone 7932 or 9055

# Carnation Corner



Seems to me there are far too many times I must say "no" to my youngsters about something they want. Don't you feel the same way? That's why I like to say "yes" — often — about the treat they love most — delicious Carnation Ice Creams.

You see, I know the goodness of these ice creams begins long before they are actually made. It begins with quality control of the good Carnation Milk and Cream that goes into them. Then, every Carnation Ice Cream is pasteurized for purity, and homogenized to bring smoothness and creaminess to every spoonful. Add wonderful flavor to that — and you can see why so many folks like to be sure of finest ice cream enjoyment — with Carnation.



**Glasses Stick Together?**  
Separate them easily by putting cold water in the inner glass, dipping outer glass in warm (not hot) water.

## Parfaits AT HOME

So easy to make — so festive! Alternate spoonfuls of fruit preserves (or chocolate or caramel syrup) with scoops of luscious Carnation Ice Cream. Top with whipped cream and a cherry. A favorite dessert — and so easy! Parfait glasses are nice of course — but it looks mighty pretty in regular 8-oz. glasses, too! Carnation Ice Cream now comes in ½-gallon cartons that serve up to 16 — and in regular size cartons too.



**Flavor Secrets**  
Carnation spends months (and sometimes years!) in developing those good Carnation Ice Cream flavors. For instance, it isn't enough to find just a good variety of strawberries — it also must be the variety that blends best with ice cream. That's why, no matter which Carnation Ice Cream you enjoy — whether it is de luxe vanilla or a delicious fruit flavor or the special, "different" Treat-of-the-Month — you'll always say it's best ever!

### EASY ICE CREAM "DOINGS"

Top your favorite Carnation Ice Cream with... Grated semi-sweet or sweet chocolate... crumbled chocolate mint wafers... toasted cake crumbs (pound cake is good)... toasted nuts... fruit preserves.

Or, serve Carnation Ice Cream on warm gingerbread... pie (we had pumpkin tarts a la mode last night)... cake slices.



**Hint for the Family Chief**  
The family Big Brave makes a hit with his papooses (and their friends) when he remembers to "Totem home" delicious Carnation Ice Cream. The new ½-gallon size will make 16 Little Indians mighty happy! The big ½-gallon size is ideal for home freezers as well as party occasions (serves up to 16). It keeps well, and there is less waste in serving.

**CARNATION COMPANY**  
45-910 Jackson Street  
Phone 73139  
Indio, California